A NEW CALENDAR FOR A NEW WORLD

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DECEMBER is largely a month of contemplation, a month for summing up the year's achievement. The year just ending has been a momentous one. Steadily and heroically the men of the United Nations have forged ahead in the war, and all signs point to victory on the widely separated fronts, notwithstanding the gigantic task that still lies ahead.

Our nation once again has proved its democracy. With nearly 12 million men in uniform, we have in an orderly and democratic fashion exercised our right of franchise, an event that has amazed even our most democratic allies.

The World Calendar Association can review the year now ending with satisfaction. Although the war and the presidential election campaign overshadowed the importance of calendar revision at this time, numerous organizations, varying in membership and objectives, have endorsed The World Calendar. From these will emerge much that is constructive. There is an ever growing feeling that present and postwar planning should include a common and improved denominator of time.

Those who oppose The World Calendar for religious or other reasons have publicly presented their views and firmly asserted their contentions. Their differences have been given wide publicity and are in line with the age-old issue: fundamentalism as opposed to liberalism, conservatism against progressiveness, and the set mind against the open mind.

Plans for peace and for rehabilitation are receiving full attention. National and international consciousness have awakened nations to their after-war responsibilities, resulting in international conferences—on economics at Bretton Woods, on food and agriculture at Hot Springs, on relief and rehabilitation at Atlantic City, and on peace plans at Dumbarton Oaks. These vast programs demand an increasing use of the calendar and can best be served by the new perpetual World Calendar, because it will save countless hours in coordinating the manifold details incident to such a vast program.

It is our aim and purpose to knit together the many threads of individual and group approval, together with the endorsements of national and international organizations, into a strong skein, and with this weight of public opinion obtain general approval of The World Calendar by 1948. This will give everyone an opportunity to arrange their affairs so that the new time-plan may be put into actual operation on Sunday, January 1, 1950, when again both the Gregorian and The World Calendar agree.

To our readers and everyone everywhere we wish happiness, good health and God's blessing in 1945.

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EMERSON BREWER, Editor

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PLANS ELIMINATED BY LEAGUE OF NATIONS INCLUDE DUPLICATE OF EDWARDS CALENDAR

By Essy Key-Rasmussen, former member of the Communications and Transit Section of the League of Nations, in charge of Calendar Reform.

IN the previous issue of the *Journal of Calendar Reform,* considerable notice was given the Edwards Perpetual Calendar because of Resolution 39 which has been referred to the United States Congressional Committee on Foreign Affairs. Up to this time, no action has been taken.

As a Member of the Communications and Transit Section of the League of Nations, in charge of Calendar Reform, 1921-39, I wish to call the attention of readers of the *Journal* and The World Calendar Association itself to the fact that the Edwards Perpetual Calendar is a direct replica of Professor L. A. Grosclaude's plan which was published in Switzerland, March 1900. It is probable that, because of the many years which have elapsed since then, Lieutenant Willard E. Edwards, U.S.N.R., was unaware of this fact.

For the interest of calendar reform in general and of The World Calendar in particular, I should like to mention several calendar proposals that were submitted to the League of Nations in the many years that I was a member of the Section in charge of Calendar Reform.

From the more than 500 plans presented to the League of Nations, and of which all but two were eliminated by the Communications and Transit Committee and also by the International Conference held in Geneva in 1931, I restate a few:

THE GROSCLAUDE PLAN

As just mentioned, the eminent Swiss educator proposed, as early as March 1900, a perpetual 12-month calendar of equal quarters having three months of 30, 30, 31 days and beginning the year with a Monday. It contained the annual "blank day" to be inserted between December 31 and January 1, and Leap-day to be inserted between June 31 and July 1. This plan was rejected by the official Swiss Committee on Calendar Reform for the one based on 12 months of equal quarters, including the extra days,

each quarter having three months of 31, 30, 30 days, and the year beginning with a Sunday. The latter plan, now known as The World Calendar, received the official recognition of the Federal Council of the Swiss Government on June 1, 1931.

THE PHILIP PLAN

In this plan the British astronomer, Alexander Philip, author of the book, *The Calendar, Its History, Structure and Improvement,* 1921, proposed a mere equalization of the year by transferring the last day of August to February. This change, he believed, was "so small and simple" that it would meet present needs and become a "first preliminary step." It was rejected by the League because the advantages were insufficient and did not justify a change. The calendar would still wander as does the present Gregorian; the much desired stability would not be had.

INEQUALITY OF MONTHS

Another plan advocated a 12-month calendar arranged in four long 35-day months of five weeks each and eight short 28-day months of four weeks each. This plan was favored by a number of business houses, statisticians and accountants because it created a stable calendar. The comparisons, however, between the unequal four long months of 35 days (one of these to be placed either at the beginning, the middle or the end of every quarter) and the eight short months of 28 days—arranged in sequences of either 5-4-4 weeks in a quarter, or 4-5-4 weeks, or 4-4-5 weeks—proved unacceptable. It was rejected by the League of Nations *"because the very perceptible inequality of the months would be extremely inconvenient from every point of view, and particularly as regards monthly salaries and monthly payments. Moreover, a comparison of monthly statistics would become extremely complicated."*

LEAP-WEEK CALENDAR

This plan proposed that the 365th day of every year be withheld from the calendar until it had accumulated to seven days. These seven days were then to be inserted at the end of the calendar as a leap week every five, six or eleven years. The League of Nations rejected it on the ground that it was *"inferior to the existing calendar and cannot be considered at all."* In connection with this leap-week plan, the *Scientific American,* June, 1931, carried an interesting article by George Eastman, from which the following statement is taken:

"The proposers of the leap-week scheme seem not to apprehend that, by omitting from the calendar one or two days each year and then putting back seven of them every 5 or 6 years, the date of the vernal equinox would be dislocated and oscillate from year to year to different dates. Worse than this, if this calendar is always to begin on Sunday, it will be necessary, at certain intervals, to accumulate the extra week-days for as much as 11 years and then insert two weeks. This would cause an extreme oscillation of the vernal equinox from the 80th to the 94th day of the calendar year. Such fluctua-

tions of this and the other tropical dates would, for one thing, throw the Nautical Almanac into confusion and perhaps, I am told, lead to marine disasters.

"Some years in such a calendar would be 364 days in length, some 371 and some 378. Such long and short years would seriously confuse the Julian day count used by astronomers. Such years are not comparable for economic and scientific data. No one would know his age with precision. It would confuse the calculation of actuarial tables, pension plans, annuities and the like, make difficult the fixing of anniversaries and dislocate the liturgies of churches."

13-MONTH CALENDAR

Of all the proposals submitted to the League of Nations, it finally considered exclusively the two following plans of reform: the perpetual 13-month calendar and the perpetual 12-month calendar of equal quarters which was presented to the International Conference on Communications and Transit at Geneva in 1931. In regard to the latter, the readers of the *Journal of Calendar Reform* need no explanation; but the 13-month calendar calls for a brief reiteration.

This 13-month calendar was devised by Auguste Comte in 1849. It was based on a 364-day year which included the one or two "blank" days that Abbé Mastrofini, an Italian Roman Catholic priest, had devised 15 years before. Each of the 13 months had 28 days and exactly four weeks.

This "Positivist" calendar, however, was so belabored with names of prominent men and women from ancient to modern times that it received a cold response. About the beginning of the twentieth century, the plan was revived by Moses B. Cotsworth who eliminated the superfluous names, thereby simplifying the plan. The new thirteenth month was designated "Sol."

This perpetual calendar, better known in the United States as the Eastman plan, met with favorable reception among many Americans. It was the most rational plan which they knew (before The World Calendar Association launched The World Calendar Plan at the close of 1930) and thus was endorsed by quite a number of prominent business men, statisticians and accountants. The 13-month calendar was endorsed because of its seeming simplicity and the much-desired stability. The public, however, did not take kindly to it because the changes were too drastic. A few of the changes follow:

The 13-month calendar was not easily divisible. The first quarter-year would always end with April 7 and the second quarter would begin with April 8. The half-year would begin with the 15th of the new month, Sol, and the last quarter would begin on September 22. This arrangement gave to each quarter three months and one week, or three and one-quarter months, causing fractional months. This fact alone would cause inconvenience to all activities and businesses based on quarter-years.

Another feature, looked upon with disfavor in the United States, was

the change of familiar dates such as the Fourth of July, which became Sol 17. Then, too, the complete upheaval that would result from the adoption of this calendar was overwhelming in its effect. For instance, only the first 28 days of January would remain and thus be comparable with the present calendar—all of the other 337 days being converted to new dates. And to many, the sameness of the 13-month calendar was distasteful and benumbing. The thirteenth month, too, constantly intruded itself like the proverbial sore thumb. Finally, it would be extremely difficult to compare historical records and valuable research material of the past with the present. Miss Achelis in her recent book, *The Calendar for Everybody*, summed up the objections to the plan in the following words: "The 13-month plan, in its cyclonic change, proved its own undoing. It dealt in extremes and nature ever resents extremes." The League of Nations eliminated it when in 1937 the Council submitted only The World Calendar to the various nations for their opinion.

After having fought valiantly for many years for the adoption of the 13-month calendar, under the able leadership of George Eastman in the United States and Moses B. Cotsworth in England, the International Fixed Calendar League, with offices in London, England, and in Rochester, New York, quietly closed its doors about 1937, and activities ceased.

OTHER REFORMS

Other calendar reforms were planned on the decimal system; plans for 5, 6 or 10-day weeks; a calendar that would change the date of the new year to make it coincident with a seasonal beginning, such as the winter solstice or the spring equinox; and plans that contained *more* than one intercalary day every year and two in leap years. All these were rejected as being too inconvenient and causing unnecessary confusion.

It is distinctly satisfying to calendar reformers that with the passing years The World Calendar is growing in approval and is coming to be recognized as a valuable instrument for bringing greater unity and order into our time measurement.

Its adoption would be greatly facilitated were calendar reformers to present a united front and rally around The World Calendar, the plan that Chile in its draft resolution presented before the Council of the League in 1937 and which received the official approval of 14 nations—Afghanistan, Brazil, Chile, China, Esthonia, Greece, Hungary, Mexico, Norway, Panama, Peru, Spain, Turkey and Uruguay.

AVIATION INDUSTRY WILL BE GREATLY BENEFITED BY WORLD CALENDAR

By C. B. Gilbert, President of Gilbert Air Services, as told to Morton P. Gudebrod, Associated Press Foreign Correspondent, Paris Bureau

GENERAL MACARTHUR issues a communique from his advanced headquarters in the jungles of New Guinea . . . three days later he meets President Roosevelt at Pearl Harbor.

A foreign correspondent, off on home leave, bids goodbye to the boys at the Press Hostel in Chungking on Monday morning . . . on Friday afternoon he's shaking hands with the boss in New York.

D-Day plus ten, and doughboys who were wounded on the beaches of Normandy are lying in soft hospital beds here in the States—brought back by flying ambulance.

The Air Transport Command announces casually that planes under its control have completed 200,000 trans-Atlantic crossings. . . .

Miracles?

Not at all. A few years ago any one of those flights would have been front page stuff. Today they're routine. This is the age of flight.

Under the stimulus of war, aviation has taken such tremendous strides that even the most uncautious prophet stands a good chance of seeing his predictions not only fulfilled, but outdistanced a few years hence. When the fighting ends and the world goes back to peaceful commerce, all this experience in building aircraft, all the training of personnel, pioneering of air routes and construction of far-flung bases will be the heritage of civil aviation. And our airlines, while serving the armed forces directly and at the same time maintaining vital civilian service despite rigidly limited equipment, have been planning for the day when the skies will be filled with planes carrying ordinary civilians, business men and tourists, along the air lanes of the earth.

Perhaps it's bromidic to speak of air transport "shrinking the earth"; but it's a literal fact that *today* no inhabited spot on the face of the earth is more than 60 air hours from your home—wherever you live! Unless

you wear a lot of very shiny gold braid, of course, or carry a AAA-1 priority, you can't get a ticket now, but the civil airlines are prepared to accommodate you, on an ordinary ticket, as soon as they are given the go-ahead signal.

The Gilbert company is now planning to operate air-express "feeder" routes throughout several Eastern States, as soon after the war as aircraft and other equipment can be obtained. The project calls for the use of light planes, and helicopters on certain of the divisions.

The task of projecting an airline project many months in advance is a complicated one because of the many uncertain factors involved. Both in estimating our costs of operation and in laying out a system of flight schedules, we could effect a very substantial saving in time and money if we had a calendar that was stable and properly balanced, such as The World Calendar.

With equal quarters of each year and unchanging holidays, our plans, once laid out, would not require continual and costly revisions to fit our operations to the vagaries of the present calendar. It would greatly simplify the planning of a long-term expansion program.

I feel sure that the aviation industry, like those in so many other fields, would be enormously benefited by the general adoption of the perpetual World Calendar. Rear Admiral W. A. Moffett, U. S. N., Chief of the Bureau of Aeronautics, must have felt the same way in 1932 because, just previous to his lamentable death, he wrote:

". . . leaders in modern progress see the importance of calendar reform, and their support has an importance which cannot be ignored. Scientists, engineers, aviators and those in similar lines of progress are notably receptive to new ideas. They visualize a revised calendar as inevitable."

And new ideas are characteristics of aviation. It will be no ordinary plane that will waft you from New York to San Francisco in 11 hours. Here is a conservative, as you will see, prediction of the Air Pullman of tomorrow as envisioned by William B. Stout and Franklin M. Reck, aviation researchers and plane designers, in their recent book, *Tomorrow We Fly.*

"It's a low-wing monoplane in the 60-ton class. It has four engines of 3,000 horsepower each and will cruise at 266 miles per hour . . . its 118-foot-long cabin will accommodate 100 passengers by day and 56 by night, plus a couple of tons of cargo. This is the deluxe kind of ship . . . with compartments, observation and lounge. With such a superliner our airlines expect to capture *75 per cent of the nation's Pullman traffic* instead of the 13-plus per cent carried in 1942."

Where will the airlines get enough passengers to operate fleets of such ships?

Every form of passenger transportation—trains, buses, airlines—will find an unprecedented demand for its services after the war. Recent surveys have shown that of all travelers since our country entered the war 78 per cent had never before ridden in any form of long-haul transport. The advantages of travel, as a means of spurring business and trade relations, as well as for recreation and adventure, have been taught to literally millions of plain Americans. And the travel virus is a hardy one.

Neither trains nor buses nor planes will hunger for customers, but the earthbound carriers are subject to certain limitations that don't affect the airways. To increase traffic or to speed schedules appreciably beyond a certain point, railroads must acquire new rights of way and install new trackage; curves must be widened to permit trains to round them at higher speeds—both expensive and time-consuming tasks. And Robert Moses, City Planning Commissioner of New York, predicts that it will be decades before enough highways are built or city thoroughfares improved to allow road space and terminal facilities for many more inter-city buses than were operating just before gasoline shortages curtailed service.

The number and size of tomorrow's airliners and their speed and range of operation seem limited only by the size and location of world airports—but to a very great extent this factor already has been taken care of by the needs of global warfare. Vast military airports, equipped with every modern traffic control feature and with runways capable of accommodating such air giants as the B-29 and the B-32 have been built on every continent, in the barren tundra of the Arctic, on lonely islands of the great oceans.

The biggest transport planes, toward whatever point of the compass they fly, are seldom if ever beyond reach of an adequate airdrome with long concrete runways, hangars and repair and refueling facilities, whether their course is shaped for the plains of India, the Australian bush, toward South America, China, Europe, Russia or Africa. The locations of many of these huge airdromes are still shrouded in military secrecy, but tomorrow they will be the stepping stones of peacetime air routes crisscrossing the globe—as familiar to the traveler as the cities of home.

Return by the Army and Navy of militarized airports to civilian operation will soon be a matter of public discussion, and possible action, predicts *Aviation News,* McGraw-Hill publication.

"Civil Aeronautics Administration built an undisclosed number of Class 4 fields for military use, which, however, were so located as to serve large municipalities on the airline system.

"Some of the fields were intended to accommodate operations in resisting invasion, and were never used. It is understood that some have been

put on a stand-by status after being closed. When the services feel that they are ready to turn them over to municipal control, there will still be the problems of manpower, equipment and civilian-type facilities to put them into operation," the publication points out.

But what will it cost to fly?

Juan Terry Trippe, President of Pan American Airways, whose planes have pioneered more far-flung world routes than any other commercial airline, recently startled the aviation world with announcements of Pan American's plans for postwar operation of its South American routes. First-class passengers on long-distance routes will pay as little as 3½ cents a mile!

The fare from New York to Rio de Janeiro will be reduced from $491.35 to $275; New York to Buenos Aires from $561.35 to $190.50; from Los Angeles to Buenos Aires from $670 to $227. These projected fares are well below pre-war steamship rates.

In addition, announcements tell of orders for 108-passenger, 300-mile an-hour land planes for the Latin-American service—thus slashing flying time by two thirds. Another contract was for 50 huge planes entered into by several companies. Compare these facts with Stout's and Reck's forecast of the future Air Pullman.

In August, too, Pan American scored another postwar beat in conjunction with Eastern Air Lines, when the two carriers announced that beginning August 15 joint service between New York and Mexico City would be doubled, providing two flights daily between the two cities.

On long and medium-distance domestic flights, aviation experts expect postwar passenger fares to level off somewhere around 4 cents a mile when larger ships are put into operation. There are many factors that affect costs—and it is costs that determine rates. Improved engines, higher-powered fuels, larger planes, more efficient scheduling—all tend to lower the ultimate cost to the consumers, both the passengers and the shippers of cargo.

The transportation of cargo or freight over long distances by plane is another field that has been tremendously developed and expanded by wartime military needs. Jeeps, bulldozers, heavy machinery of all types have been rushed by air over continents and oceans to the battle areas where they were vitally needed. The American air force chasing Rommel's fleeing army across North Africa literally built their fields as they flew in. Transport planes carrying grading and construction equipment and engineers would make precarious landings on some level area; the engineers went to work. Sometimes within only 24 hours a bomber base existed where only desert cactus grew before.

But it is unlikely that commercial airlines in the near future will

compete with railroads, ships or trucks for heavy freight. In the military sense, such operations are practical—speed is the objective, and cost in dollars doesn't count. But bulky products such as ore, lumber and grains travel by steamer or train at a cost usually of less than a cent a mile. Planes do not expect to compete for that business.

It is in the field of "first-class express" cargo transportation that lies the airlines' great postwar opportunity, according to Messrs. Stout and Reck.

"Aviation, tomorrow, is going to put up a battle royal for first-class express," they write. They estimate a potential of 650,000,000 ton-miles of air express annually in the reasonably near future, when costs are reduced to 20 cents a ton-mile.

Other aviation experts foresee far lower rates as volume increases.

What will this "express" goods consist of?

A thousand widely assorted things. Fresh Florida fruits, berries, southern vegetables, rushed by air to the northern markets in winter; cut flowers shipped from their native habitat overnight to florist shops throughout the country; lightweight editions of big-city newspapers delivered to key cities the day of publication (the famous *Times* of London recently instituted such a daily air edition which is sent to every continent); women's dress models rushed from world fashion centers; printers' proofs, repair parts . . . the list is endless. Anything not too bulky, which is perishable or for other reasons requires the fastest form of transportation is potential cargo for the civil airlines.

There is no question but that the people of the United States—of the world, for that matter—have accepted aviation as an everyday means of traveling from place to place. But the airlines know that if they are to expand and compete with older means of transportation over great distances they must compete on a price basis. Air travel must be available to everyone at a normal cost; speed alone will not attract enough customers to make the airliner of tomorrow a paying proposition.

This means that operational costs must be cut through efficient operation. And the efficiency must be maintained not only in plane and engine design, but efficiency carried out to all the intricate details of planning and management.

Certainly, one of the increasingly complex problems of postwar aviation will be the integration of schedules. To the passenger or to the shipper spending his dollars for fast transportation, time literally means money. Stop-overs will be costly.

If you are paying to fly from New York to Melbourne, you will refuse to spend a day grounded in San Francisco waiting for a connecting plane.

You won't have to; but the cost to the airlines of affording you this smooth-running, interlocked schedule, between perhaps three or four connecting lines, will be reflected in the price of your ticket.

Captain Eddie Rickenbacker, President of Eastern Air Lines, points out that it takes a staff of traffic experts months of research and patient labor to arrange a workable schedule for only one year ahead. It's an expensive undertaking, and, once the schedules are complete, the whole long, arduous task must begin all over again for the next year because no two consecutive years are alike.

Our present calendar is no respecter of schedules. It is the *bane* of the planner, the traffic director, the cost accountant. Every form of transportation spends scores of thousands every year in the process of planning new timetables and striving to make new schedules fit the requirements of its customers.

These planners, directors and accountants can't do it once and for all—work out an efficient program and apply it year after year—the present calendar doesn't allow them to. The new World Calendar with only minor alterations will take care of new business or new routes.

If we had one stable and efficient calendar in which days and dates always agree, in which holidays do not grasshop—July Fourth a Monday in one year and in another jumping to Wednesday—and if we could count on an established number of weekdays in each month and equal quarter-years, cargoes and freight could be more easily handled without overtime payments for labor. We could make our plans for a century of Thanksgiving rushes if we knew that all through the century Thanksgiving would fall always on the same *date* of the month as well as the same day of the week—*November 23,* the fourth Thursday.

Thousands upon thousands of man-hours a year are devoted to untangling the days and dates of the year and fitting operations to an irregular and ever-changing calendar; and the thousands of dollars that these same man-hours cost would be saved with the adoption of The World Calendar of 12 months and equal quarters, and be used for more constructive purposes than mere calendar adjustments.

Miss Elisabeth Achelis, President of The World Calendar Association, sees in the general adoption of the perpetual World Calendar even more than efficient linking of various countries by multiple airlines. She and many other members of The World Calendar Association envision this one common denominator of time as a means of bringing greater harmony and understanding among countries and people throughout the world. Here is at least one link which can be made common to all nations and all people, regardless of their personal, national or economic commitments.

NEW CALENDAR URGED BY AUSTRALIANS

From **The Sunday Sun and Guardian, *Sidney, Australia, September 3, 1944***

FOURTEEN nations have officially backed a new World Calendar, which has also been recommended here by the Australian branch of the British Institute of Physics.

Main feature of the proposed calendar is that each date falls on the same day every year—Christmas Day will always be on a Monday, New Year's Day a Sunday, and other public holidays will be similarly fixed days.

Other features are: The year is split into four quarters, each of three months. The first month of each quarter (January, April, July, October) has 31 days; the other two months have 30 days.

This makes only 364 days, so an extra Year-End Day is added between December 30 and January 1. This day will be an extra Saturday and a World Holiday. Leap-Year Day will also be an extra Saturday, interpolated between June 30 and July 1. This will also be a World Holiday.

Experts say principal advantages of the new calendar are that it would facilitate business and banking dealings, make comparison of statistics easier, and simplify arrangements for public holidays.

The new calendar could be most conveniently introduced in 1950.

The British Institute of Physics is backing the new calendar and enthusiasts in America have formed a special organization to urge its adoption.

The Physics Institute in Australia has passed its recommendation on to Postwar Reconstruction Director, Dr. H. C. Coombs.

Discussing the new calendar, the RAAF magazine, *Wings*, comments: "Cynics say it is too intelligent to be adopted."

A bank official said yesterday that the new scheme would be of great assistance in commerce and banking. "But, like the metric money system, everyone agrees it's a good thing, but no one does any more about it," he said.

Government astronomer, H. Wood, said: "The new calendar is an excellent idea, and would undoubtedly simplify many kinds of calculations. It has been commended by the League of Nations, but action to introduce it has been very slow."

NEW CALENDAR WOULD HELP PUBLIC RELATIONS PLANNING

By William Pettit, Public Relations Staff, N. W. Ayer and Son, Inc., New York City

Mr. Pettit came into the public relations field after spending more than ten years on the editorial staff of Middle West and West Coast newspapers. His previous experience and present responsibilities have made him keenly conscious of the disruptment occasioned by the present calendar. Practical and experienced, he has been an advocate of calendar reform since his days on the editorial side of the publishing business.

TO those of us who are in public relations, a calendar which will "stay put" would be of inestimable value. This would not solve all of our problems but it would solve one of them, and a very important one. Most of our plans are long-range plans. In some cases we must project our planning ahead for a year or more. When a public relations campaign is outlined, arrangements for staggered releases have to be made. These arrangements would be greatly simplified if we had a year of equal quarters, with all holidays falling on the same day and date each year.

Perhaps to the average man the term public relations and the activities of those engaged in this type of work are enigmas. This is due to several reasons.

In the first place, public relations compared to other pursuits is a comparatively new line of endeavor. It has just been within the last few years that the public relations business has emerged from the swaddling clothes of infancy to don the long pants of an adult and recognized profession. There is a world of difference between the work done by a press agent and the careful planning, knowledge, and experience necessary for a public relations man to formulate and carry through a successful public relations program.

The task of the public relations man is to mold public opinion. The

technique he uses is as definite and business-like as that practiced in the manufacturing of automobiles.

Plans must be definite and sure. Programs must be outlined for a long period of time. Nothing is gained in this business by "flash in the pan" publicity. Consequently the consideration of a stable calendar has impressed itself not only in my instance but with many other men in this business as well. Obviously, a steady calendar in which weekdays and month-dates agree from year to year leads to more accurate planning and is a valuable time conserver.

The profession of public relations has many facets. It embodies the fields of what are known as customer or consumer relations, labor or employee relations, industrial relations, as well as reaching the public in general. In the application of public relations' techniques to the problems of large industrial corporations and industry groups, it is our job to tell our client-industry's story to the public, to translate its problems in a manner in which they will be understood, to explain its actions, objectives and business.

This is done in various ways. It may be that the dealers handling a certain organization's products have become lax in the courtesy shown their customers, through wartime prosperity or the difficulty of obtaining merchandise. As a result of this, it may be deemed wise by the public relations counselor to schedule a series of dealer meetings designed to stress the importance to the dealer of ridding himself of the philosophy of "Don't you know there's a war on, Bud?" In other words, he is reminded of the fact that the courtesy he shows to his customers today will pay dividends in the postwar era when business may not be so rushing and he is still going to have to depend on those same customers for his livelihood. Very often a dealer booklet on the same subject prepared by the public relations man supplements these meetings. Proper scheduling and timing is extremely vital in any program of this nature, and this is where an orderly and regular calendar would be of immense help.

Perhaps a company is facing a shortage of employees in order to fill vital war contracts, or there is dissatisfaction among its employees through lack of understanding of the management's policies. Here public relations plays a very important role.

One of the best methods of bringing about a better understanding between management and employees is the "house organ," a publication intended for employees and their associates. If a labor-management committee exists within the organization, this committee can be very helpful in obtaining suggestions from the employees for the house organ and appointing certain key people throughout the company's departments to act as reporters in gathering news for the various issues.

As the employee becomes more familiar by means of the house organ with his company's aims and obtains first hand information on the reasons for certain company policies, to some of which he may have objected, he is bound to develop a closer and more "homey" feeling for this firm from which he receives his salary every pay-day. This better feeling among the employees is naturally reflected throughout the community in a word of mouth campaign which, when backed up by a publicity program telling the public that more employees are needed, will bring about an influx of additional workers desirous of being employed by a company with happy working conditions.

There are many other problems which face the public relations man. He may be called upon to explain to the public why there is a fuel shortage; how much of a certain type of fuel the consumer may expect to receive during the heating season. A man in a small town cannot understand why his public utility rate has been "upped." A company wishes to prepare the market for new products and developments which will be available to the public after the war. A campaign must be designed and put into operation which will best demonstrate the superiority of one article over its competitors. Every one of these things I have mentioned necessitates careful planning and execution in which the time factor looms large.

The program may take the form of a publicity campaign alone; at least in most cases, publicity will be an important part of it. The media used may be newspapers, radio, magazines and any other publicity outlet which presents itself. But no matter whether one or all of these media are used it has been found by those in the profession that the day of the week becomes in many instances a basic factor in the success or failure of the plan.

Let us take for example a campaign which involves the use of newspapers. First of all, editors are not going to use material which will not stand on its own feet. By that I mean it must be news. In addition to being news, the proposed story or article must meet the requirements and policies of the paper in question. This is particularly true in these days when newspaper space is tight and editors' desks are buried under government releases and publicity stories from all over the country, each bidding for acceptance.

The availability of space in newspapers will vary according to the day of the week. For example, Saturday is a bad release day for a story. Saturday newspapers are always small and space is very tight. Sunday is good for features and possibly picture lay-outs because of the large magazine and rotogravure sections. Unless it is unavoidable, stories should *not* be sent out for release on Monday. Monday morning papers are full of news

which has carried over from the week-end. As a general rule the best days for publicity stories are those in the middle of the week.

Experience has taught us how to route our stories so they will receive the best possible "break." But even with this library of experience, we cannot always anticipate the manner in which holidays ruffle and tangle up the plans that have been so carefully formulated in long after-hour conferences.

It is necessary to schedule all campaign plans far in advance. These plans will all have been made, then up pops a holiday which upsets the apple cart. Maybe a paper will not print that day at all, or so limit its press-run that normal circulation is cut in half. There are times when a holiday falling on a Friday will hold up all campaign activity over the long week-end which starts on Thursday. Perhaps Christmas is on a Monday as it is this year. This would mean that any event which was scheduled to take place on the preceding Friday or Saturday would be buried for a Tuesday news-break. The result would be that very little if any of the story would be used. If, however, Christmas always falls on a Monday, as it will in the proposed World Calendar of 12 months and equal quarters, its known regularity will prevent schedules being made on the preceding Friday or Saturday.

Under such a system it would no longer be necessary to deviate from the set campaign formula in order to make it conform to the wandering holiday. A step by step program could be developed with no worry whatsoever as to whether this event will fall on a Sunday or that story will be released on Columbus Day. We would know this automatically.

I want to go on record that I'm all in favor of The World Calendar revision. The present calendar is not sensible or logical. In these days of streamlined production when efficiency of all kinds is the key-note, it is really surprising that something has not been done about it before. It is my contention that all men in the field of public relations should by all means give their lively interest to this timely matter.

ADVERTISING MANAGER LAUDS CALENDAR

Abstracted from a Letter from W. G. Pfaffenberger, Adv. Mgr., Los Angeles Times

FROM a purely advertising standpoint, your World Calendar plan would be a boon to advertising in general, and particularly newspaper advertising, which, as you know, is indelibly tied up with sales promotions of large retailers, and our own records must necessarily fluctuate widely as a result of the present inconsistencies which occur in our present-day calendar.

THE WORLD CALENDAR AN INSTRUMENT FOR WORLD COOPERATION

By Elisabeth Achelis, President, The World Calendar Association

An address delivered at the Seventy-Fifth Anniversary Luncheon of the Pennsylvania College for Women, Pittsburgh, October 28, 1944

I AM highly honored to be introduced by "Our American Mother of 1944," Mrs. John M. Phillips. Although I cannot claim motherhood, I proudly take my place as a daughter and sister of Americans, and am happy to be numbered among you on this auspicious and eventful occasion.

Changing conditions in the world, as a direct result of the war, and the continuous changes that daily confront us, are being willingly met by women everywhere. They are accepting the challenge in the field of banking, on the farm, in the factory and home, in civic and educational affairs and, in many instances, in carrying on the business or profession of the men in service as well.

All this has developed in her a new ability in management, a greater understanding of economics and business, and a keener appreciation of every movement and device that convinces her of real benefits and improvements toward the shaping of a better world. She realizes that *stability and security* are foundations on which to plan and build now and for coming generations.

Her increased activities are making her keenly conscious of the irregular and confused arrangement of the calendar and the urgent need for improvement. She recognizes that the moment has arrived to consider a better one: The World Calendar of 12 months and equal quarters, which will replace inadequacy with competency, inequality with equality, instability with dependability, and guesswork with knowledge.

Let me give you a recent example of our erratic calendar.

When the Post Office announced October 15 as the latest date on which

Americans could mail Christmas packages to their men and women overseas, it unfortunately fell into the snare of the calendar's roving idiosyncrasy. By failing to consider on what day of the week this date fell, it was unwittingly depriving civilians of 24 precious hours, for this year October 15 fell on a Sunday. Actually, then, the closing date would have been Saturday, the 14th. The Department, however, becoming aware of the hardship the date was causing everyone, announced on October 12 that the closing date would be postponed to midnight of the following day, Monday, October 16. Now all this confusion, annoyance, postponement and last-minute change were the direct result of our topsy-turvy calendar.

Similar instances are constantly occurring because the Gregorian calendar is different every year, and days with their corresponding dates change annually. There are 14 variations of years and 28 different months in our present calendar system. Comparability and stability are not possible. Our fickle calendar is costly, wasteful and time-consuming, dissipating our energy which could be more profitably used. It is certainly a very poor system with which to build a more secure and stable future.

Fortunately for us, the perpetual World Calendar is ready and available, and I present it to you with an authoritative background. Fourteen nations in their replies to the League of Nations have approved it, and many prominent organizations and influential men and women throughout the world have endorsed it. It is noteworthy to recall that the annual convention of the General Federation of Women's Clubs, held in San Francisco, 1939, as well as the National Federation of Business and Professional Women's Clubs in Asheville, a year later, with keen foresight approved in resolutions The World Calendar.

As you have received a calendar contrast card which contains the Gregorian 1944 calendar and the perpetual World Calendar, I shall not go into detail regarding the arrangement of this new time-plan. But I will highlight some of the outstanding advantages to be gained.

You will notice that every year begins on Sunday, January 1, and that all the quarters are equal and alike. Here, then, is the stability bringing with it that security of which I spoke at the beginning of my talk. With every time-unit agreeing with every other time-unit at the end of every quarter-year, perfect accord is possible, which will simplify business plans, social engagements and educational schedules, will correlate the various forms of bookkeeping and budget systems, and will make possible actual tables of comparability. Greater efficiency, simplicity and cooperation will inevitably result with the use of this logistic calendar that is every year the same, wherein perfect coordination prevails among the various time-units, and days and dates agree. The calendar will have grown up and will have become a fitting companion for our days.

Election Day, instead of coming on the first Tuesday after the first Monday in November, will always be Tuesday, November 7, no longer wandering within a period of seven days, thus giving the campaigners an extra week. This stable date and day are a decided boon for everything that this day means to Americans.

And Thanksgiving, set by Congress on the *fourth* Thursday in November, will always fall on November 23, as it does this year. Our national holiday will not seesaw between a fourth or a fifth Thursday as in the past when it was observed on the *last* Thursday of the month. This desirable stability and actual knowledge has a direct and advantageous effect on the economic world, industry, education, transportation and on our many other activities. *The essentials today that spell progress and success for our personal, national and international life, our economic security, general stability and ease of mind are cooperation, coordination and well-directed plans that avoid unnecessary cost and waste.* The perpetual World Calendar in which these qualities are inherent is undeniably an indispensable instrument in the blue-printing of our modern world.

The very core of the arrangement of this new civil calendar is the one or two extra World Holidays: the 365th Year-End Day at the close of every year and the 366th Leap-Year Day placed in the mid-year between June and July. Both are non-working days and each is placed on an extra or a double Saturday.

It is interesting and historically significant that these one or two stabilizing days which complete the 364-day year of equal quarters were conceived by a Roman Catholic priest, Abbé Mastrofini. This should give to these days an added validity than had they merely sprung from the secular world, and therefore religious objection seems strangely amiss. Particularly so, as these days are non-working days coming after the end of one week and before the beginning of a new week. They have been well called the "friendly hand-clasps of Time"—uniting all nations and peoples as one.

In all reforms of whatever nature, there must be a giving and a taking, and some sacrifice for the greater good of all. It was true of Standard Time, which divided the Earth into 24 time-zones and introduced the International Date Line. All nations have accepted it and there is no one, I am sure, who would wish to return to the confusion and inconvenience of the former clock-time. The acceptance of the International Date Line called for the loss of one day to travelers who were Asia-bent and the adding of one day to those who were America-bent. My sister and brother-in-law when they traveled around the world by way of China lost one day out of their lives, but they accepted this for the common good.

Another improvement in the counting of clock-time has been achieved by the Armed Forces, for it cannot be denied that using the 24 hours is not only more logical and practical, but decidedly an advantage. The confusion of counting by the former A.M. and P.M. method has been removed. In my opinion it is only a question of time when everyone throughout the world will likewise use it.

Progress ever calls for change, and change ever calls for courage, wisdom and vision, which attributes I like to think Americans possess to a marked degree.

I am confident, then, that America will show a similar courage, wisdom and vision, and will accept The World Calendar with its one or two World Holidays. Thus will the United States, together with the other 14 nations,* take her place with calendar reformers of the past—the ancient Egyptians, Julius Caesar and Pope Gregory XIII—and be another pioneer in the upward, onward, forward march of civilization in the realm of time.

* Afghanistan, Brazil, Chile, China, Esthonia, Greece, Hungary, Mexico, Norway, Panama, Peru, Spain, Turkey, Uruguay.

SAVANT TAKES ISSUE WITH ADVENTISTS

IN answer to a letter from the Religious Liberty Association (Seventh-Day Adventists), in which was enclosed the booklet *Calendar Change Threatens Religion*, Dr. Harlan T. Stetson of the Cosmic Terrestrial Research Department of the Massachusetts Institute of Technology, wrote in part:

". . . arguments on religious grounds against the proposed calendar change appear to me unconvincing and somewhat misleading. There are not 365 nor 366 days in the astronomical year at any time since the day is not commensurate with the year, the length of the year being 365 and 25 hundredths solar days. Furthermore, many religious festivals are governed by the moon, such as Easter, which obviously cannot be fitted into any workable calendar since the lunar month is not commensurate with the year.

"It is difficult to see how the Almighty can be any more displeased at a single interruption once a year of the seven-day cycle, in the practise of religious worship, than with the irregularities in the universe which he presumably knowingly so constructed. Furthermore the Jewish seventh day and the Christian first day sequence have been notoriously observed one day apart.

"When the church can contribute so much good, why does it continue to thwart the progress of civilization by endeavoring to maintain in the twentieth century mediaeval traditions?"

A NEW CALENDAR FOR A NEW ERA AND HOW TO GET IT DONE

By Dr. J. W. Baldwin, The University of Texas

From The Interscholastic Leaguer, *Austin, Texas, October, 1944*

WHETHER we like it or not, the world will never be the same again. When peace returns to a troubled world it will usher in a new era which will confront mankind with innumerable perplexing problems.

One of the most momentous of all the problems posed by the emerging era is that of learning how to live amicably with our new neighbors even in the most remote areas on the earth's surface. One of the most promising agencies for promoting common understanding and good will among all races and nationalities is a uniform calendar which all the world would be willing to adopt.

At present there are many calendars in use throughout the world. Some countries have three or four calendars. Our own calendar is never the same any two succeeding years. In its present form it handicaps the progress, the success, and the general welfare of all individuals, institutions, and organizations.

Practically every headache which is caused by the present arrangement of our calendar results from the fact that it gives us unequal quarters and an extra day above 52 weeks in regular years, and two extra days in leap year. The other defect of our present calendar is that there are assigned from one to three more weekdays or work-days to some months than to others. If an individual should be employed at the rate of ten dollars per day, he would usually get ten dollars less with which to pay his April bills and 30 dollars less to pay his February bills than he would have for his January bills or his March bills. This is only one example of the hardships, inconsistencies, and inconveniences which would disappear if all months had an equal number of weekdays. Practically all contracts, documents, legal instruments, statistics, records, individual and institutional schedules of activities and commitments, and, in fact, almost all of the regulation

of individual and group undertakings would be greatly simplified and facilitated.

A remarkably simple and effortless way has been discovered by which to remedy these defects and to produce a perfectly balanced and perpetually stable calendar, resulting in incalculable benefits to all groups and all individuals, and working no hardship or inconvenience upon anyone.

The first defect could be eliminated by recognizing what is now the last day of the year in regular years and an additional day at mid-year in leap years as World Holidays so that they would not be counted as a numerical part of the calendar year. This would give us 364 days in every calendar year, 52 seven-day weeks, and exactly 91 days to each quarter. Each month-date would come on the same weekday each year.

The other defect could be remedied by giving to each month an equal number of weekdays. This can be done by letting the year begin on Sunday and end on Saturday and by assigning 31 days to the first month of each quarter and 30 days to each of the other months. This arrangement will give us five Sundays for each of the four 31-day months and four Sundays for each of the 30-day months, leaving exactly 26 weekdays in each of the 12 months and equalizing the quarters.

Such a calendar would eliminate the conflicts which now occur in our scheduled activities because some of them are scheduled by month-dates while others are controlled by weekdays. In such a calendar, month-dates and weekdays would be synchronized. It would make no difference whether events were scheduled one way or the other. They would never conflict. But there are hundreds of additional advantages.

The World Calendar Association which proposes these changes will be glad to furnish anyone literature indicating the many benefits resulting from such revision.

Teachers and students who are looking for topics for essays and speech activities will find calendar reform timely and appropriate. It is an excellent topic for Interscholastic League contests in English and speech. It makes a good project for social studies classes. With the assistance of the Texas State Department of Education, The World Calendar Association has placed in the hands of most county superintendents and superintendents of independent districts a splendid bulletin on this topic to be put at the disposal of interested teachers and students. If they are not available in your locality they will be furnished free by The World Calendar Association, 630 Fifth Avenue, New York City.

Lest it may be felt that the calendar is a sacred social institution which should never be modified, we have but to remind ourselves that man has been revising the calendar for 9,000 years. English-speaking countries have used the present Gregorian calendar for less than 300 years. When

we changed from the Julian calendar, used during our colonial period, we lost 11 days in the transition. But even this change did not seem to disturb anyone for very long, if at all. In the present suggested change no time is lost and none is gained. The seven-day week and the 12-month year remain.

It would be a wonderful blessing to the world if the United States would join with the other 14 nations which have already approved the proposed change and induce the rest of the world to adopt the proposed World Calendar at the peace conference which will follow the present war.

The National Education Association, the World Federation of Education Associations, hundreds of educators, scientists, labor unions, capitalists, the motion picture industry, many church officials and denominations, as well as many other individuals and groups, are sponsoring this reform of the calendar.

ONE SURE CURE

From New Haven, Conn., Register, November 11, 1944

AN exasperating even if not world-shaking result of a well-known disposition to put fingers into pies of any and all descriptions again is in season. It is the confusion over the date for Thanksgiving Day. In line with the law which the Congress passed in an effort to straighten out the tangle started originally by caprice, one day has been proclaimed nationally. But statutes in several States specify another date. In one or two, nobody yet seems to know for sure which date will be observed. Maybe those will observe two.

There is one possible escape from this tangle, a permanent escape, which some now living may see put into effect. That is the adoption of the so-called World Calendar. Under that system every year and every quarter would begin on Sunday and end on Saturday. Every year, every date would fall on the same day. November always would have five Thursdays, instead of four most of the time and once in a while five, and the last day always would fall on Thursday. A selection could be made by law with assurance of stability and uniformity.

Although this is the ideal year for The World Calendar to be put into effect, of course, too many other problems take precedence. A time may come, however, when people will insist on "knowing where they're at" in more respects than one, in important cases and in trivial ones. At least then this tangle will be straightened out for once and for all.

ALL PHASES OF INDUSTRY BESET BY WAVERING CALENDAR

By John Hawkes Wilson, Pioneer Management Engineer, as told to Ralph Coniston, War Correspondent, Netherlands Indies News Agency

John Hawkes Wilson, for many years a management engineer, has been and is a consultant in the Engineering Division of the Ordnance Department, U.S.A. Mr. Wilson came to the field of management from the steel industry, having been President of the Eastern Steel Corporation. The John Hawkes Wilson and Company, located in New York City and having branch offices in Chicago, Cleveland, Boston, Baltimore and Washington, has been retained by many top-flight companies to advise in the handling of problems of production, manufacturing, management, distribution and sales.

WITH the arrival of peace American industry faces new conditions and problems. Foreign nations, eager to reestablish foreign trade, may attempt to secure monopolistic control of the world markets. And our industry will be obliged to meet these opponents who may resort to every method available. American firms will be obliged to deal with tariffs, cartels, subsidies to competitors by their governments, and many other unforeseen conditions.

Mechanical mass production with its low costs has long been American industry's forte. But other nations, too, can and are going in for mass production techniques. Consequently, in the period to come normal American efficiency possibly will not in itself be enough.

Perhaps no single factor has been so neglected here as *Time*. Wise managers, of course, have always known and heeded the importance of time in their operations; but unfortunately a large portion of American industry has never done more than pay lip service to it.

Allow me to give a simple illustration of how important this factor may be. A certain factory arranges for bank credit to cover its pay roll, using the pay roll figures for the same calendar period the previous year. How-

ever, the holidays in the period the first year fell on week-ends whereas in the current year they fall during the week. Consequently pay rolls and as a result the need for financing are reduced, and the firm is forced to pay for the use of funds it does not need.

Perhaps more striking is the question of inventories. The intervention of holidays may have a not inconsiderable effect upon stock requirements for production, and thus upon financing costs and even warehousing charges. This is from the standpoint of production. From the standpoint of sales effects, this may be even more weighty.

The yearly variation in the length of the Christmas shopping season—traditionally between Thanksgiving and Christmas—has often been considerable, and has heretofore had considerable influence on the volume of sales of consumers' goods. A miscalculation here could have been extremely costly, affecting financing costs both for wages and inventory on the part of the manufacturer, and might even have brought overproduction resulting in outright loss due to the obsolescence of the goods before the next season for sale arrives, and all this because of our inconstant calendar.

This variation has been in great part eliminated to the benefits of both business and consumer by a recent Congressional Act which placed Thanksgiving on the Fourth Thursday in each November irrespective whether November has four or five Thursdays. Thus an excellent beginning has been made for greater stability which logically should lead to another step; that of securing a stable calendar whereby holidays will be anchored on their particular month-dates and week-days. For instance, were Thanksgiving to fall always on the fourth Thursday, November 23, everyone would know in advance and could plan more efficiently for a period of four weeks of intensive Christmas merchandising.

Now, it is true that an extremely shrewd and careful operator watches these variations in our present calendar and attempts to take them into account, but carelessness is a very human error. Even at best the management is forced to make estimates of the results of these calendar variations —estimates which necessarily are often guesswork.

I venture to say that there is not an industrial concern that does not have calendar troubles, whether they recognize them as such or not. Take the matter of salesmen. In years in which the number of work-week holidays is great in relation to others, sales costs rise, salesmen are forced to lay over on holidays unable to take orders while expenses continue. If they are on salaries, these also go on. If they are on a commission basis, their earnings drop while their expenditures remain the same or even increase because of the spare time on their hands. Money troubles frequently result and more often than not it is the employing concern that must take care of these by loans.

Nor is that all. The consequent reduction in sales reflects itself on production schedules, inventories, pay rolls and financing; and these results must be watched closely if additional losses are to be avoided.

Few persons realize how expensive the vagaries of the Gregorian calendar can be to industry. In the matter of overhead alone they may entirely throw off estimates of product cost, and in the case of goods manufactured on a close margin this may bring actual loss. The reduction of the number of working days by holidays means that many costs continue—rent, investment charges, salaries (although not wages), inventories, financing and others—while sales and production are brought to a complete standstill. Added to this are the charges normally associated with the week-end shutdown of a plant, for in most cases the plant must be treated as if it were closed for a week-end, boilers shut down or perhaps fired just to avoid this, goods in process occasionally stored (if particularly valuable), extra watchmen engaged, etc.

In the case of holidays separated by only one day from the week-end such as Tuesdays and Thursdays (or Fridays), there are additional costs, for many workmen elect to add the intervening regular work-day to the week-end and holiday with the result that production on the Monday, Friday or Saturday falls although overhead continues.

I could go on at considerable length citing instances of the costs of the present calendar to industry. They are not rare but general. Yet, it is true that world-wide adoption of The World Calendar would not necessarily become a "cure all."

It must be obvious, however, that the greatest complication caused by the present calendar is in planning. Changes in the incidence of holidays and in the number of week-ends make it impossible to form exact estimates of future trends, future requirements. The delicate inter-relationships between sales and production, between production and financing are constantly affected by the fluctuations of the Gregorian calendar; and planning, which must be based upon the even more delicate inter-relationship between present trend and past performance, is affected even more. Business planners today must not only be statisticians, they need be clairvoyants as well.

It is true that adoption of The World Calendar would not necessarily eliminate all middle-of-the-week or even all work-day holidays with their penalties to industry. It would, however, regularize them.

The same number of Saturdays would come in every year and in the comparative quarters of every year; so would the number of Sundays be identical. The holidays would fall on the same dates and on the same days of the week year after year. There would be the same number of days of production and of full sales effort in every year. Leap year would be an

exception. The leap year holiday would fall regularly at the close of one week and before the beginning of another week on an extra inserted day. This would occur in leap years always in between the two halves of the year, whereby July 1 would always fall on a Sunday. It eliminates the difficult comparison with February 29 falling on any of the seven days of the week.

There would be no surprises to salesmen, production managers, financial executives and business planners in general resulting from unremarked calendar shifts. A greater efficiency would be possible, and undoubtedly would result.

It is hard enough to judge the future from the past without complicating the task with the sins of the calendar we use today.

Calendar reform should inevitably bring greater efficiency to America. And greater efficiency, as we have all learned in the past, means a higher standard of living—more of the good things of life for you and me and the man across the street.

It might sound from the foregoing as though I considered the calendar the most potent factor affecting American industry. I do not want to give that impression; it is only one of many vital factors concerned. But if we are to prosper in the era which will follow the conclusion of the peace, we must find a new efficiency by taking advantage of the possibilities inherent in all factors.

It is true that today we can produce faster than any other nation. But tomorrow may well be another day in more than a calendar sense. Conveyers, assembly line techniques and the rest of our methods which have made American production paramount in the world will be available to other nations. There will be no monopoly on mass production. Fortunately, newer methods of reciprocal trade are bound to overcome unscrupulous methods of world marketing which we might have had to face from competitors.

We can, however, develop still greater savings in manufacturing, cutting the corners, watching the dimes as well as the dollars and taking advantage of every possible factor which can bring about cheaper production of better goods. And toward this aim the present irregular calendar is a definite handicap.

Ours is an immense country and an incredibly wealthy country in natural resources. To date we have not utilized those resources either fully or economically. It has been said (I do not know how accurately) that the crops which could be raised in the uncultivated corners of our fields would be enough to feed the population of France, where every inch of his land is tilled by the peasant.

It is up to us in the future to cultivate every inch of our industrial ground.

As in the past we will continue to make big advances, but we must also watch every factor, no matter how small, which affects our efficiency.

We in industry frequently lose sight of the fact that we have a responsibility to our country, the world, and the people as well as to ourselves. The present war, resulting from an unprovoked attack upon us by a savage alliance of barbarian aggressors, has, however, reawakened us to that responsibility as never before.

This we must never forget.

In the days to come we must make every possibility count for world cooperation or be guilty of a new neglect of our responsibility.

As Elisabeth Achelis, President of The World Calendar Association, said in an address before the Chicago Woman's Club: "Our world today is desperately in need of some united action of agreement among nations. For it is only as nations meet on some common ground of accord, and not in competition and differences, that the world shall find harmony and security. When we realize that the force and movement of time affects every one of us in our family, business and professional lives, and in our social, commercial, national and international affairs, I believe we shall discover at least one cause of our present difficulty and unrest. By removing from our life the disordered and irregular Gregorian calendar and by replacing it with the orderly and simple World Calendar, we shall accomplish our objective for greater world harmony and security, thereby inviting better days."

PROF. YANNEY SOLVES "POSER"

This is but one of many letters received from interested readers offering explanations suggesting other anomalies having to do with the Gregorian calendar.

APROPOS of the "Poser for Mathematicians," in the current number of the *Journal* [Third Quarter 1944], I suggest the insertion, in the appropriate place, of this item also: "Tenth day in every tenth month." It belongs there, and it contributes to the explanation, which is quite simple. For, starting with the fourth month, which is April, we note that there are four pairs of months preceding December, such that one month of each pair has 30 days and the other 31.

Hence in going from, say, the fourth day of April to the sixth of June, nine full weeks are passed over, thus making the sixth of June, the same day of week as that of the fourth of April. Proceeding in a similar manner over the remaining pairs of months, by nine-week stretches, we strike, in order, August 8, October 10, and December 12, all marking the same day of week.

This series of coincidences, however, is only one of a number of series of coincidental days of week that could be similarly marked by beginning with other dates of April.—Benjamin F. Yanney, Professor Emeritus of Mathematics, College of Wooster, Wooster, Ohio.

THE CALENDAR AND RELIGION

Reprinted from **Monitor & N. H. Patriot,** ***Concord, N. H., October 6, 1944***

IN these days of a shortage of paper there comes to our desk alongg with a lot of other wasted paper a pamphlet entitled *Calendar Changee Threatens Religion.*

Bunk!

There has been agitation in this world for a long time to reform thee calendar. Such reform is possible, and probably would have occurred in most countries by now except for the bigotry of those who have protested in the name of religion, but not because calendar reform is contrary or in opposition to real religion.

No matter what a church may do, the actual year in the universe doess not change, nor does the number of actual days, which in no year comess out even, and therefore must be compensated for once in four years by adding a day. The calendar as it now stands is simply an invention off man. It was not created by any higher being, and it is no more sacred than the practice of dividing each day into 24 hours. Any change which calendar reformers may recommend violates nothing except possibly common sense, depending upon the judgment used in the recommendations.

The protest we have cited from a "religious" source, the Religious Liberty Association, with a Washington address, is made at this time because The World Calendar Association points out that the last four months of 1944 would permit an uninterrupted transition from the present calendar practice to the reformed calendar practice which is recommended.

The reform would, in brief, provide for four quarters of three months each, all with 91 days, or 364 days in all. The 365th day in normal years would be taken as an extra and unnamed holiday,* the last day of the year, so that each year would start on a Sunday and end on a Saturday, and the days of each month would fall upon the same days of the week each year. Leap years the second spare day would be worked in as a nameless holiday* between the second and third quarters of the year.

With such a calendar, Easter Sunday would always fall upon the same

* EDITOR'S NOTE: The 365th day is named Year-End Day, and the 366th day in leap years is Leap-Year Day. They are considered as World Holidays.

day in the year, if the multiple organized religious groups could get together any better than they have in the past in respect to when Easter falls. Christmas, another religious holiday, would fall on Monday every year. The other holidays ordinarily observed in this country are not religious in character.

The proposed reform of the calendar could have been accomplished easily at the end of this year because the last day of the year is a Monday.** That day would become the spare day, a nameless holiday, and the year 1945 would start on a Sunday, January 1. In each quarter there would be one month of 31 days and two months of 30 days.

The actual length of a year is not exactly 365¼ days, but 11 minutes and a few seconds short of that. At considerable periods, then, the present calendar, and the proposed reform calendar would need to be adjusted by dropping a spare day. Thus the calendar would not crawl, until the seasons were in different months than now. Actually such adjustments have taken place in the past several times, so that the calendar now in use is out of line with so-called religious days as they were originally established. But the current protest of the Religious Liberty Association protests solely on the basis that the seven-day weekly cycle would be interrupted once each regular year and twice in leap years. This would be contrary to the calendar as spoken of in the Bible. This is considered a destructive tendency.

Religion, if it be real religion, is not something to be observed or practiced only upon every seventh day, no matter what that day is called, Sunday, the Sabbath, or anything else. Religion is something of the spirit. It has no connection with days, except as the different organized religions have come to practice periodical religious ceremonies. The days are caused by the celestial system and on all of them man's spirit exists.

One thing which needs as much reform as the calendar, probably much more reform, is the concept that man-devised methods of religious observance are in themselves to be worshipped. Mostly, man has got around to the idea that there is but one God, having thrown out of his convictions belief in idolatry as to objects, such as the sun and the moon and the stars, or other objects. But we still seem to be bound to an idolatry as to religious days and special religious observances.

** EDITOR'S NOTE: Monday should read Sunday, December 31, which, in the proposed World Calendar, would be the Year-End Day, the extra day, December 31 or W (World Holiday).

MOVING MEN'S JOBS WOULD BE LIGHTER WITH WORLD CALENDAR

By Fred J. Schillinger, President, Schillinger's Van and Storage Company, Inc., New York City

Schillinger's Van and Storage Company, Inc., has been in business 65 years, specializing in household and art storage and moving, and operating extensively through the six Northeastern States.

AMERICANS are a restless people. In normal times, five million moves seasonally, annually or constantly. Country folk move to the city and city people move to the country. Good solid families with A-1 credit simply get the itch for a new locality every so often, pull up stakes and move along. Big city people like to spend summers in the sun, and rich and poor alike seem to manage it. Even those who stay in the same locality move to new houses and apartments now and then. We have moved one family into a new apartment every year for 15 years, and never heard a word against them nor heard them express any dislike of their recent residence. They simply like a new place every fall.

For all the psychological value of an old address, businesses are not as rooted as might be thought. In this country no business is static. It is always getting bigger or growing smaller or specializing or spreading into new fields; in short, it needs new quarters. Even a conservative business with the enormous property investment of Tiffany & Company or Street & Smith will move.

April, May, June and September and October are the moving and storage months. There are professors who can explain this in detail, but after a lifetime in the moving game, except for the dates of September 30-October 1, I can't. The general seasons explain themselves, but there is no explanation I can give as to why the last week in March will be quiet as a church and the first business day of April will be like a madhouse.

Although it would make a moving man's ledger read better if he could

have the same business with a 12-month spread, he is lucky not to have to figure out the vagaries of the present 12-month calendar. For instance, in five counties of Arizona, Good Friday is a legal holiday, but it is not in the others. It is always the same *day*, but is seldom the same *date*. One or another partner or official of a moving business may not know about this and take an order for delivery on that day. Referring to previous shipment records he finds there was no trouble picking up unloading help on the same *date* two or three years back, and as a result may get his trucks in there on time and have to wait until the following Monday for unloading.

In the same month there is an Election Day in Michigan, Easter Monday in North Carolina, Patriots Day in Maine and Massachusetts, Army Day in New York, Pan American Day wherever hemisphere good will is strongly regarded, Confederate Memorial Day in Florida, Georgia and Mississippi, Arbor Day all over, but especially regarded in some places, and San Jacinto Day in Texas. All of these days move their dates or the official dates move their weekdays. The point is that it is not possible from previous years' experience to know exactly what to watch out for on given dates or days . . . and there are some very odd things to watch out for in this business!

In certain upstate New York communities, the rural section comes in shopping Thursday. If an Army Day parade falls on Thursday, a truck may well be delayed by traffic two or three hours. While Arbor Day is generally associated with small tree planting, there have been communities where enthusiasm waxed so high that giant oaks tied up a by-pass for an afternoon, and a truck might have to drive 50 miles around. And any seriously taken local holiday, such as San Jacinto Day in Texas, is liable to spell trouble for an out-state mover if local help is needed for unloading.

In the fall the big football games may jam all highways for a hundred miles. These games usually fall on a Saturday, but not necessarily the same Saturday, and seldom the same date as the year before. In short, one year a truck caravan sails through a locality on, say, September 15 and the next year is slowed up in passage, because that date falls on a Saturday or Sunday, causing possibly an overall delay of half a day . . . or even three!

The problem of days and dates would be vital to the moving business in any event, but a moving man would not get grey hair at 30 trying to figure them out with a fixed calendar. As matters stand, holidays and week-ends jig all over their vicinity of the calendar in different fashion every year. He cannot rely upon last year's experience because whatever date is involved fell on a different weekday or vice versa with all the variations of local conditions that that means.

Anybody who has ever moved into an apartment or office knows that

National Plague Day is October 1. North and South, that is the heavy moving day of the year. There is no law that makes this so. Yet, practically all household leases are made to expire on September 30. Annually about 90 per cent of the moving population jam up the country's economy by trying to move out and in upon the same day.

For 25 years, the New York moving and warehousing associations have tried to encourage lease terminations staggered through September, October and November and have met no success. While the staggering system would aid the mechanics of moving immeasurably, it brings up the unbeatable factor of overlapping and uncorrelated tenant lease terminations. Many tenants might find themselves in the position of having to move, say, September 15, but not being able to get into new quarters for perhaps three or four weeks. The only way to circumvent this situation would seem to be one of educating the public and landlords to cooperating where possible: *i.e.* where an incoming and outgoing tenant might both with convenience move during an "off" week, say September 22 instead of the 30th, that the matter be facilitated by some intermediate party; presumably this would be some unit set up by tenant and landlord associations.

At first glance this appears much trouble over a small matter. But bear in mind that anything done toward a better-ordered, more systematic moving would reduce the total national moving bill up to a fourth, and that waste, damage, loss, delay and unnecessary expenses due to the present all-out rush run into inestimable millions annually.

These are *waste millions*. Nobody gains by the rush, costs and confusion. The bill is an avoidable outgo met by tenants, taxpayers, labor, business, insurance companies, and, oddly, by landlords themselves. Let's review that picture briefly. Tenants pay overtime labor costs and an unseen cost due to the necessary use of green moving hands whose efficiency is probably not over 50 per cent of the skilled hand. Taxpayers will find extra police, broken hydrants and lamp-posts and wear and tear on streets among items of this day. Labor loses with skilled moving men worked to death during the rush, and laid off for want of work at later dates to which the work might be spread; during the rush, skilled men "tote" much of the load for inexperienced extra help, rated as common labor. Local business suffers in the rush load of work demanded of it at standard prices in the week preceding and the week following moving day; most service businesses involved get several hundred per cent increase of work and make less than 50 per cent normal profit. The insurance companies meet the bill for damage which is an inherent part of rush. In this regard it is worth noting that experienced moving men, given proper time and moving conditions, will seldom as much as chip a Chippendale out of a big household of furni-

ture. It is the rush that does the damage, and it is a heavy bill in dollars, not to mention the sentimental pangs over heirlooms and gifts.

Both landlords and the public are accused of being responsible for the plague of lease expirations upon the same day. To some extent it aids the landlords in getting prospective tenants to sign on the dotted line. At the same time landlords pay an enormous premium annually for painters, plasterers, finishers, etc., and overtime due to the general rush. Also, they face the same labor shortage as the moving companies, and out of necessity must use a good deal of supplementary help of apprentice class for finished work with the result that often property renovations must be done over.

As matters stand with an unplanned calendar, when the general rush moving dates of September 30-October 1 fall upon a Saturday or Sunday, there is confusion and costs mount up. Let me emphasize that this confusion is due to our variable calendar more than to the weekdays; if the weekend could be foreseen and planned against year after year, it would be an altogether different picture.

However, as the calendar is now, every five, six or eleven years a weekend moving date pops up and smashes into a business world which normally winds up business on Friday night or Saturday noon. When the full weekend is occupied by the two moving dates, moving companies, unions, landlords and tenants alike face a flood of small complications that seem incredible. Mrs. John Q. will often go into hysteria with the effort of trying to get curtains back from a closed cleaner, or arrange for the dropping of a bulky piece of furniture for repair at a store not open until Monday. There are telephones to be transferred, last-minute overlooked bills to be paid, that forgotten set of chairs to be picked up, unforeseen arrangements for getting things in or out of storage, and the problem of finding an agency open to supply extra experienced help or some barrels and boxes for the inevitable things which due to the chaotic rush are never packed in time.

The moving company is not much better off. It takes muscle to move a piano, but muscle is secondary; a skilled moving man practically makes the piano "walk" itself. All day Saturday is paid time and a half, but the moving man's agreed week is over at Saturday noon. He works after that only if he chooses. After the tough week he has just finished, he does not always choose. As for working all Saturday night, Sunday and Sunday night . . . well, there are not many.

Every time the moving company loses the services of an experienced worker on these critical two days it is like the loss of a major to an army. There is never sufficient experienced help to meet the demand on moving day. A moving team consists of three to four men, and, under stress, one experienced man can somehow get things done with three green hands. That is about the way half the moving teams are composed on these critical

dates. The loss of one skilled worker may well mean the whole team is worthless for a tough job of heavy or delicate work, or where tricky stairways and corners are involved. Atop of this, moving companies face problems of trucks needing emergency repairs, etc., and finding the week-end shutdown.

In the proposed World Calendar, September 30 and October 1 would always fall upon Saturday and Sunday, and at first thought it may seem odd that this would be a boon instead of a detriment to the moving industry. In theory it would not be, but I believe that in practice it would be a considerable aid, setting up, as it would, a regularity of calendar dates against which all of the many businesses involved in moving could plan definitely each year. First of all, moving season begins after Labor Day, which in the present calendar may fall anywhere from the first to the seventh of the month. The World Calendar pegs this date at September 4, and would give moving and storage men a clean four and a half day week early in the month to get started. In the second place, by stabilizing dates so that they fall upon the same weekdays year after year, the problems and whole complexion of moving would be changed. There would be a chance to study past experience, to lay out a well-studied plan of procedure and to iron out various complications not possible to determine with a fluctuating calendar.

In the third place, the weekdays of heavy moving would be the same year after year and give tenant groups, real estate associations, moving and storage companies, unions and police traffic departments a solid foundation from which to consider and work out effective means of meeting the problems. As matters stand, it is not possible for landlords to move moving day up or back, or they would get hopelessly involved by the shifting days each year. A fixed day, with the present fixed date, would make this possible.

However, as alternative, I think of certain benefits of week-end moving days, providing this *week-end was regular and could be always planned aforehand.* In cities, particularly, there would be the benefit of minimum business activity, with much less traffic on the road to worry about; the problems of parking in crowded areas and the use of elevators, particularly in commercial buildings carrying on regular business, would be greatly lessened. In long distance and inter-city hauling, the time saved getting through and in and out of cities would be considerable.

It is possible that with a regular week-end moving date unions might consider straight pay instead of overtime for this one week-end. Even though this should not be the case, yet I think the moving tenants would not only save on their total bill, but much valuable time as well, by use of this all-overtime period, if it were annual. The points in the paragraph above would contribute, but the real saving would be a greater supply of

skilled labor. When I say that one green hand can slow down three experienced men by a third, the reader will appreciate what this might mean.

If this week-end moving date were regular, moving companies, landlords and unions would have justification for searching out extra help of a semi-skilled nature. In the case of moving companies, this would possibly eliminate the husky, but absolutely green hand entirely. As pointed out, moving is a skill, but this skill of handling weights is shared by many similar trades: shipping and freight room men, truck delivery men, baggage handlers in hotels and a variety of factory and machine movers.

All of these allied trades are highly skilled and highly paid and members are seldom free from their own regular work in mid-week to be called upon. However, on week-ends most are free; and, if there were annual extra work for them, many could be recruited to help out. To some extent this group were called upon this year, but only with the regularity of a yearly piece of work could sufficient number be recruited to be worth while.

How would this save the moving family paying time and a half overtime charges? Well, it goes back to the skill of the work. I would hazard that a team of one regular and three semi-skilled moving men would outwork a team of two regular and five green hands in eight hours. On a 12-hour job the skilled team will come out 2 to 1 on the last four hours. And on the handling of really cumbersome objects, or of delicate ones, such as fine vases and paintings, there is simply no substitution for skilled hands. You have to have men who know weights and balances and how to handle things.

The World Calendar would not answer all of the moving and storage man's problems, but in establishing months of equal working days, equal quarter and half-year periods, and in pinning down dates to the same weekdays each year, and holidays on their regular dates in the various states, it would lick one of the worst causes of confusion that confront us today.

TODAY'S CALENDAR

From Ozark, Ark., Democrat, *September 21, 1944*

THE Julian calendar was abandoned for the Gregorian calendar in England and America in 1752, although elsewhere in Europe the Gregorian calendar was accepted two centuries earlier. The Julian calendar exceeded the astronomical year; and Pope Gregory XIII directed that 10 days—October 5 to 15—be suppressed in 1582 and established a quadrennial form of leap year in which intercalations or the insertion of an extra day were omitted in the centenary years which are multiples of 400. In the Julian system each centenary year was an intercalary year and the years 1700, 1800 and 1900 were scheduled as leap years, but in the Gregorian calendar they became ordinary years. After 1900 the difference in the two calendars became 13 days.

"'WORLD CALENDAR' —A POSTWAR BET"

By T. C. McClary

Abridged from Forbes, *August 1, 1944*

"Long a topic for talk, calendar reform may yet become peacetime boon." In this manner the Editors of* Forbes *magazine subheaded this article by their staff writer, Thomas Calvert McClary. Readers of the* Journal of Calendar Reform *will recall that Mr. McClary recently authored an article having to do with small business, its place in the postwar world, and the benefits which will accrue to the little business man when The World Calendar is adopted.

TWO years ago a Tool and Die works took a hurry-up, 90-day contract for a certain lot of tools. The contract contained bonus-or-penalty clauses, and the company made a good chunk of profit.

This year the company got a chance at a repeat order. Supplies on hand, differentials in cost and labor efficiency, transportation, surety priorities, etc., were all meticulously checked. The contract was taken again—and a big loss resulted.

What was to blame? The calendar! This tricky and eccentric measurement of time had shortchanged the company three and one-half working days on the second contract; sufficient time to wipe out profit with overtime charges, and, due to a one-day production delay which brought the order out on Saturday, cost the company another two days' transportation delay.

The company's laments are just one small voice.

Charles Riggs, managing a department store, has grown gray trying to figure comparative tables. He wants to put on a special sale this week and looks to the same week's figures for last year as his yardstick. *But it is not the same week.* Last year the same month had four Sundays; this year it has five. Last year a holiday fell on a Saturday; this year it falls on Wednesday. Last year, mid-month paychecks fell due on Friday, co-

incident with weekly paychecks; this year they fall due on Sunday.

There isn't a business that escapes the inconsistencies of the calendar. Surety companies have long ringed the 13 Redletter days, and no contract is ever dated on one of those, due to the fact that at some point it will bring quarterly payments and premiums out on days which do not exist, such as February 30.

Labor Day may fall anywhere from the first to the seventh of September, and the date it fell upon last year is no index of helpfulness to resort owners, retail stores, power companies, filling stations, banks, etc. Christmas may fall upon any day of the week. When it falls on Friday or Saturday, business figures it got a fair full week's work. When it falls on Thursday, it effectively cuts the work week to two and one-half days. New Year's can fall on any day of the week and, when it comes mid-week, a good many industries chalk the entire week off on the red side of the ledger.

Power, delivery, surety and transportation companies have had to figure this calendar business down to a fine art. Next, possibly, to collecting original da Vinci's, it's about the most expensive art known. The calendar we use, the Gregorian, contains 28 different combinations or kinds of months, and 14 different calendar years. Holidays skip all over the week from year to year. Bankers go into deep melancholia considering quarterly agreements which may span 90, 91 or 92 days. The interest waste and complications of a first "half" year of 181 or 182 days, and a second "half" of 184, is enormous.

The general inadequacy of our present calendar has become increasingly obvious to business with the trends toward lower margins of profit, increase of efficiency, reduction of distance and the necessity for rapid turnover and elimination of all waste. In the postwar international trade world, waste due to calendar fluctuations may well mean the difference between profit and loss, self-sustaining business or subsidy, American trade leadership or American trade loss to countries of lower production costs. International corporations and transport companies are particularly concerned. Their planning must necessarily be long-range and eliminate delay and idleness of equipment. It's no longer enough to know a shipment can be made in 36 hours or 22 days. It's got to get into port on a working day with no day lost at the other end. The existent calendar does not permit such throughout-the-year scheduling.

The late George Eastman was one of the first to recognize the waste and complications of the Gregorian calendar and the need for reform. Extensive research led him to offer a reformed calendar, which divided the year into 13 months. The plan was conceded sound in theory but bumped up against human nature. The number 13 is still considered unlucky by much of the world population. There was the additional fact

that many feared that a trend would result to scale up payrolls, rentals, etc., by one-thirteenth.

Growing interest in calendar reform resulted in the formation of The World Calendar Association. The conclusion of a combined scientific, astronomical, marine, business and ecclesiastical study was the so-called World Calendar. This would divide the year into four precisely equal business quarters—each composed of 31-30-30-day months. The first month of every quarter would start on a Sunday; the second month upon a Wednesday; the third month upon a Friday. Any given month-date would fall upon the same weekday each year. Every Christmas would come upon Monday and every New Year's Day upon a Sunday. Each World Calendar month would contain exactly 26 weekdays, exclusive of Sundays. The first month of each quarter would have five Sundays, the others four. The floating fifth Sundays, which now harry business, would disappear. The 365th day of every year would be made a World Holiday, an "extra Saturday," at the close of the year, and leap year's extra day would be likewise accounted for but placed in mid-year.

Fourteen nations have already gone on record as willing to adopt the new World Calendar. Many believe the change could be brought into effect with minimum upset in the year 1950, when the present and proposed calendar coincide at the beginning of the year. However, laws and preparations for the change, and the extension of such a calendar to supersede those used in many trading nations, would have to be considered in the immediate general postwar plan and foreign policy.

1945 CALENDAR CONTRAST CARDS READY

AS has been the practice for the past several years, The World Calendar Association has again printed calendar contrast cards. They are printed on cream colored stock with the legend in purple. These calendars for 1945 briefly and concisely, and, one might say, at a single glance, tell the convincing story of The World Calendar of 12 months and equal quarters.

It has become the habit for many people interested in calendar reform to write the Association for a supply of these small but useful calendars. An adequate supply is on hand so that those who desire the calendar contrast cards for 1945 for their personal use or for distribution among friends may be assured of receiving them.

MAKING THE CALENDAR MORE CONVENIENT

By Orlo Miller

From **The Free Press**, *London, Ontario, September 9, 1944*

This is one of a series of articles on "Things to Come" which is carried regularly in* The Free Press. *Orlo Miller, a member of the editorial department, has developed an unusual amount of reader interest by this imaginative and comprehensive feature.

"THIRTY days hath September, April, June and November. . . ." Let that time-honored chant remind you that the calendar is a man-made convenience and, in its present state, none too convenient at that.

Since Pope Gregory XIII tackled the problem of calendar reform, in 1582, and instituted the present system, there have been no attempts to simplify the Christian calendar. Unequal months and quarters, irregular arrangement of weekdays and Sundays and the bothersome leap-year February, still remain as Pope Gregory left them.

The first major historical change made in the time computation methods inherited from the ancients of the Nile and Euphrates was that ordered by Julius Caesar—and not before it was needed. So badly had the old system slipped by then that the seasons had skidded. Winter came in the autumn months and autumn came in the summer and heaven only knows what happened to the poor income tax inspectors. Briefly, the old civil year of the Romans was out of tune with the astronomical year by almost three months.

Caesar's "retread" job on the calendar was good for 16 centuries. When Pope Gregory and his advisers went to work on the Julian calendar, it was to discover that the greatest Roman of them all had done a pretty fair job—his calendar had slipped back only 10 days in those 16 centuries. However, when the new system was worked out, it was necessary to take care of those 10 days, somehow. The experts caught up with old Father Time by the decree of Pope Gregory, which ordered that October 15, 1582, should follow October 4. History does not record what the landlords of that day thought of the arrangement.

For years now the need for a revised calendar has been acknowledged by educators, business leaders and overworked accountants and statisticians. The irregular arrangement of the days and months, so that the calendar is different from year to year, the unequal months and quarters all contribute their share to the general confusion of time reckoning in an otherwise scientifically ordered modern world.

Various revisions have been suggested. One involves a year of 13 equal months. The most widely-approved system, however, is that proposed by The World Calendar Association, which has the sponsorship of 14 national governments. This calendar would equalize the quarters and standardize the months and days without too great disruption of the present calendar.

In this proposed arrangement, each quarter would begin on a Sunday, end on a Saturday and have 91 days each, instead of the present 90, 91, 92 and 92. The first month of each quarter, that is, January, April, July and October, would have 31 days, the remaining months 30 each. The calendar would be the same for every year, with the month-dates falling always on the same weekdays. Each month would have 26 weekdays, plus Sundays.

Four quarters of 91 days each leave one day in each ordinary year unaccounted for. The World Calendar Association would meet this situation by instituting an extra Saturday immediately following December 30 (which would always be a Saturday). This "spare" Saturday would be designated "December W." The reformers suggest this day be made World Holiday. Similarly, in a leap year an extra Saturday would be tacked on to June—June W—also a World Holiday.

From the support that has been forthcoming for The World Calendar it is apparent that the need for reform is acknowledged by citizens of all classes—particularly by professional and business men, to whom the Gregorian calendar is a continual source of annoyance and expense.

Attorneys, merchants, bankers, insurance and advertising men all know only too well the inconveniences of the present system—the expensive computations, the loss of revenue by error—and all will agree on the actual need for some reasonable rearrangement and revision of the calendar. The World Calendar would seem to offer the most logical solution to this problem.

Advocates of the plan urge its acceptance and inception at the end of the current global conflict* as a tangible herald of what all nations and all peoples hope may mark a new era in human relations.

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* EDITOR'S NOTE: It is the consensus that the Association should strive for acceptance of The World Calendar by 1948, so that it could be placed in actual operation on Sunday, January 1, 1950, when both the Gregorian and The World Calendar agree. Thus everyone will have two years to prepare for the change.

CURRENT PRESS COMMENT

Ask Trade Board Endorsement

New Westminster (B. C.) British Columbian

September 27, 1944

AT its next meeting, to be held at the end of October, the New Westminster Board of Trade will be asked to endorse a new world calendar, devised by The World Calendar Association, Inc., with headquarters in New York.

Under the proposed changes in the present Gregorian calendar, the year would be divided into equal quarters, 91 days in each, with the months in a pattern of 31, 30, 30 days. Every year and every quarter would begin on Sunday, and the same day of the month would come on the same day of the week every year. Every Christmas would be Monday, and Leap-Year Day would be "June W" (31st) which would be a World Holiday, balancing "December W" (now 31st).

Under the new World Calendar, holidays would always fall on the same day of the week.

Elisabeth Achelis, President of the Association, suggests that the new calendar would aid in the smooth coordination of industry, and would facilitate all forms of business, establish a better routine in education and in the home.

Says Calendar Change Now Long Overdue

Toronto (Canada) Telegram

October 25, 1944

J. R. GILLEY, Chairman of the Toronto Committee of The World Calendar Association, said that changes in the present calendar were "long overdue."

Addressing the Toronto Centre of the Royal Astronomical Society, he said measures should be taken to indicate to the governments of the world the advantages of a proposed World Calendar in which the year begins on a Sunday and quarters are of equal length.

"Simplification of the present calendar would be of inestimable value to industry, government, law, education, agriculture and transportation," Mr. Gilley said.

Approve New World Calendar

Halifax (Canada) Mail

October 25, 1944

THE Council of the Board of Trade meeting yesterday approved the proposed new "World Calendar," having months in each quarter of 31, 30 and 30 days respectively, and one extra day at the end of the year to be called a "World Holiday."

Advantages of this calendar to the industrial world, it was felt, would be many. Days of the week would fall on the same date in the corresponding months of each quarter, and holidays would fall on the same day of the week each year.

It is proposed that the calendar be brought into effect in 1950, the United States taking the lead.

New World Calendar

Saskatchewan (Canada) Swift Current Sun

September 19, 1944

THERE are in the world today a number of organized groups working hard to have the adoption of a new calendar to take the place of our Gregorian calendar, which admittedly has a number of absurdities, inconveniences and unbalance. The latest, and what appears to us to be the best, is sponsored by The World Calendar Association. To show that sense marks their offering the Canadian Chamber of Commerce is making a deep study of it, and is seeking to have other Chambers and Boards of Trade throughout the nation do likewise.

The World Calendar is just an improved scientific budgeting of the civilized, logical, grown-up calendar of a progressive world. Study it. You'll probably be hearing more of it.

EXCERPTS AND REVIEWS

Eventually— But Not Now

From San Antonio Light, *San Antonio, Tex., September 19, 1944*

EVENTUALLY, I have no doubt, there will be a change in the calendar. It has happened before and it will happen again.

America was already settled when the present Gregorian calendar replaced the Julian. This caused the elimination of 11 days. Many of the ignorant resented this as having subtracted 11 days from their lives. Adoption of calendar reform today will be resisted for reasons no more logical.

However, when a new world calendar finally is adopted, my guess is it will be somewhat along the lines of the reform proposed by The World Calendar Association, a group of prominent thinkers who are slowly but surely winning endorsement of their plan.

The calendar they propose for adoption would retain many of the features of the present calendar, including four quarters of three months each. Minor adjustments are made to give each month 26 weekdays, and the only revolutionary change would be the introduction of a "World Holiday" following December 30 of each year, and a similar day following June 30 of leap years.

The calendar would be perpetual because the month-days would always fall on the same weekdays. The first of January, April, July and October would fall on Sunday; the first of February, May, August and November on Wednesday; and the first of March, June, September and December on Friday.

Introduction of this calendar would cause far less disturbance than, for instance, the rival "13-month calendar." Nevertheless, it will face a bitter, and, in my opinion, a long fight before it will be adopted.

In the meantime, however, there are reforms for which the times are ripe. There are no religious objections and they a already in use among millions of peop I refer, for example, to the adoption the 24-hour plan for telling the time day.

About 11 or 12 months ago, America Airlines began a survey among its pa sengers as to what they wanted in t way of postwar air transportation. R cently the company published a report, which is to be found this interesting not "Speaking of time, an interesting rea tion was shown to a question on the 2 hour time used by the army and navy well as many foreign transportation sy tems . . . 69 per cent were in favor adopting a 24-hour time—a surprisi number considering the strangeness the system to those outside the service

The 24-hour system, of course, wou eliminate the use of a. m. and p. m., ma timetables easier to read and in gener offer greater convenience.

With millions of Americans now f miliar with and even working with the 2 hour system, it could be established wi comparative ease with its adoption b common carriers and radio networks, bo of which operate on schedule. It wou not be long before the American peop would be thinking of the hour of 5 p.m for instance, as 1700 o'clock and no longe would be compelled to make, even sub consciously, the simple addition require for the hours after mid-day. . . .—J.H.M

Logical Calendar

By T. J. CRAWFORD

From Adult Student, *Nashville, Tenn., Jun 1944*

THE World Calendar is the civilized logical, grown-up calendar for a pro gressive new world. The best minds o mankind, with all the wisdom of the age at their disposal, have decided that i has only to be understood to become uni versal.

oosevelt Sets
ov. 23, Thanksgiving Day

om The New York Times, *November 3, 44*

RESIDENT ROOSEVELT by proclamation today set Nov. 23, as Thanksving Day, thus following the law enacted Congress Dec. 26, 1941.

In the proclamation, the President lled on the country to read the Holy riptures from Thanksgiving until hristmas in thanking God for restoring reedom to many millions in "this year of peration" and for the "promise of an enring peace."

The text was as follows:

A Proclamation

In this year of liberation, which has en so many millions freed from tyranni- l rule, it is fitting that we give thanks ith special fervor to our Heavenly ather for the mercies we have received dividually and as a nation and for the essings He has restored, through the vicries of our arms and those of our allies, His children in other lands.

For the preservation of our way of life om the threat of destruction; for the nity of spirit which has kept our nation rong; for our abiding faith in freedom; id for the promise of an enduring peace, e should lift up our hearts in thanksgivg.

For the harvest that has sustained us id, in its fullness, brought succor to her peoples; for the bounty of our soil, hich has produced the sinews of war for e protection of our liberties; and for a ultitude of private blessings, known only our hearts, we should give united anks to God.

To the end that we may bear more rnest witness to our gratitude to Alighty God, I suggest a nation-wide read- g of the Holy Scriptures during the pe- od from Thanksgiving Day to Christas. Let every man of every creed go his own version of the Scriptures for a newed and strengthening contact with those eternal truths and majestic principles which have inspired such measure of true greatness as this nation has achieved.

Now, therefore, I, Franklin D. Roosevelt, President of the United States of America, in consonance with the joint resolution of the Congress approved Dec. 26, 1941, do hereby proclaim Thursday the twenty-third day of November, 1944, a day of national thanksgiving; and I call upon the people of the United States to observe it by bending every effort to hasten the day of final victory and by offering to God our devout gratitude for his goodness to us and to our fellow-men.

The complication of two Thanksgiving Days is continuing this year, despite Congressional action to end the Roosevelt experiment of an earlier Thanksgiving started in 1939, because this month has five Thursdays.

Forty States and the District of Columbia have fixed Nov. 23 for the holiday in line with the Federal statute, but Florida, Idaho, Nebraska, Tennessee, Texas and Virginia plan to observe Nov. 30.

In two States, Arkansas and Georgia, there is a possibility that both dates will be recognized.

When the President tried out the week earlier date in 1939 many Governors ignored the change and fixed the traditional date, the last Thursday in November, set first by President Lincoln in 1864.

The 1941 joint resolution approved by Congress and the President fixed the future date as the fourth Thursday. On top of this many States passed laws regarding the holiday.

Governor Adkins of Arkansas was about to proclaim Nov. 23 when it was discovered the Legislature had ordered the State to observe the last Thursday in the month. The result may be two Thanksgivings because sporting and other traditional events already have been set for the earlier date.

Georgia also has difficulties. The State Attorney General has upheld a statute setting the last Thursday.

FROM THE MAIL BAG

The World Calendar would do much toward forming a foundation for world peace. Go on with the good work. Press particularly hard in the next few months. It might be well to have it become part of the world settlement.—Walter M. Howlett, Dir., Div. of Christian Edu., Protestant Council of the City of New York.

The points in favor of The World Calendar over the Edwards Perpetual Calendar seem very convincing to me, and I am willing to be quoted to that effect.—S. R. Powers, Prof. of Natural Sciences, Columbia Univ., New York City.

I must say that it seems like a very sound idea. Certainly from the business point of view, with which I have had some experience, equal quarters and equal weekdays every month would make a big difference from an accounting point of view.—John E. P. Morgan, Mgr., Personal Aircraft Dept., Aeronautical Chamber of Commerce of America, Washington, D. C.

I am tremendously interested in the field in which you have done such brilliant and successful work. I do not have to add that I wish you well.—Dr. Francis P. Gaines, Pres., Washington and Lee Univ., Lexington, Va.

I have never gotten very much disturbed by the clamor of the people that uphold that calendar reform threatens religion. It is quite childish and beside the point. On the whole, I am inclined to favor the proposition.—Dr. Charles E. Schofield, Pres., Southwestern Coll., Winfield, Kan.

I have been interested in a revision of the calendar. As now constituted, the calendar is responsible for much unnecessary expense in manufacturing. Holidays coming on different days in the week cause much absenteeism and unnecessary heavy expense starting and stopping. When a holiday falls on a Tuesday, it is less expensive for us to close than try and run on Monday. Twenty-five per ce of our employees did not report for wo this week, Monday, as yesterday, May (Memorial Day), fell on Tuesday. Yo plan to make all quarters equal is a splee did solution of our present unstable cale dar. What a boon it would be to t employer and employees.—T. Ellis Ram dell, Monument Mills, Housatonic, Ma

From my point of view, I cannot s how this program can fail to be adopte I must admit that I have heard of it b fore, but, with my reading hours so close concentrated on medical subjects, I h never before taken the trouble to look in the calendar reform proposal. You ha a convert in me and I feel very sure tha as your story unfolds to the physicia of Latin America, you will find in the a group that will agitate actively f acceptance of the new world calendar. A. Molina, M.D., Editor, *America Clinic* New York City.

I am in favor of your idea.—Charl Clay, Ottawa, Ont., Canada.

With all best wishes for the success your program for the new World Cale dar.—Manly P. Hall, Founder, The P losophical Research Society, Inc., Los A geles, Cal.

The World Calendar really appeals me. I think it will work, and I hope will be a part of the peace treaty.—Hou ton Harte, Publisher, *Standard-Time* San Angelo, Tex.

I believe that even in these busy w days there should be a place in the pr gram and entertainment discussions various organizations for some consider tion of projects like your reform of t calendar.—Gordon H. Payne, Atty., M dina, N. Y.

I am very much in favor of the id which you emphasize. I think it is good plan, but as most good plans, it w take a long time to have it accepted.—D Julius Hirsch, New York City.

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Journal of CALENDAR REFORM

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FIRST QUARTER

1944

1944

PRESENT GREGORIAN CALENDAR

FIRST QUARTER

JANUARY

S	M	T	W	T	F	S
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SECOND QUARTER

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JUNE

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THIRD QUARTER

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FOURTH QUARTER

OCTOBER

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NOVEMBER

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31	*					

This calendar has 52 weeks and must borrow from another week to complete the year. This causes the calendar to change every year and is responsible for its confusion. Also note varying number of days in each quarter.

PROPOSED WORLD CALENDAR

FIRST QUARTER

JANUARY

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FEBRUARY

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MARCH

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SECOND QUARTER

APRIL

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MAY

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JUNE

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THIRD QUARTER

JULY

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AUGUST

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SEPTEMBER

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FOURTH QUARTER

OCTOBER

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NOVEMBER

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DECEMBE

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* A WORLD HOLIDAY, DECEMBER W, the Year-End Day, an extra Saturday, follows December 30th every year.
** A WORLD HOLIDAY, JUNE W, the Leap-Year Day, another extra Saturday, follows June 30th in leap years.

THE WORLD CALENDAR

THE WORLD CALENDAR of 12 months and equal quarters is a logical rearrangement of our present calendar. Every year is the same and begins on Sunday, January 1.

THE YEAR is divided into equal quarters of 3 months—13 weeks—91 days. The months are arranged in 31-30-30 days: each month has 26 weekdays, plus Sundays. The various time units all agree at the end of quarter-years.

* THE 365th DAY at the close of every year is the Year-End Day, the extra Saturday, December W (the old December 31). ** The 366th day, the Leap-Year Day (the old February 29) is placed in the midyear on another extra Saturday, June W. Both are World Holidays.

This year is significant because the last four months are identical in both the old and new calendars. With Sunday, the old December 31, becoming the extra Saturday, December W—a World Holiday—The World Calendar could begin the new year on Sunday, January 1, 1945.

YOU have the opportunity to apply this calendar and observe its benefits YOURSELF in the last four months of this year.

The Last Four Months of 1944 Are Exactly The Same in Both Calendars

This space is contributed to the American Red Cross by The World Calendar Association and is one of several announcements which will be published in cooperation with the American Red Cross.

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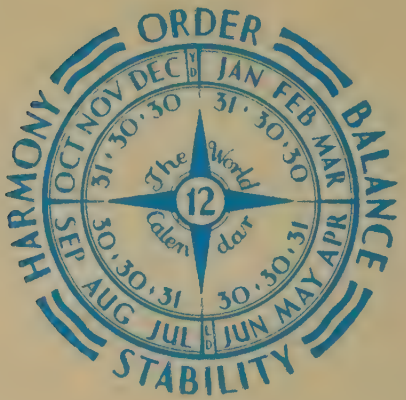

Journal of CALENDAR REFORM

Plan a BETTER World with a
BETTER Calendar—THE WORLD CALENDAR

SECOND QUARTER

1944

1944

PRESENT GREGORIAN CALENDAR

FIRST QUARTER

JANUARY

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9	10	11	12	13	14	15
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FEBRUARY

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SECOND QUARTER

APRIL

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JUNE

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THIRD QUARTER

JULY

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FOURTH QUARTER

OCTOBER

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NOVEMBER

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31	*					

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FIRST QUARTER

JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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FEBRUARY

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SECOND QUARTER

APRIL

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MAY

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THIRD QUARTER

JULY

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AUGUST

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SEPTEMBER

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FOURTH QUARTER

OCTOBER

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
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29	30	31				

NOVEMBER

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DECEMBER

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16	17	18	19	20	21	22
23	24	25	26	27	28	29

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THE WORLD CALENDAR

THE WORLD CALENDAR of 12 months and equal quarters is a logical rearrangement of our present calendar. Every year is the same and begins on Sunday, January 1.

THE YEAR is divided into equal quarters of 3 months—13 weeks—91 days. The months are arranged in 31-30-30 days: each month has 26 weekdays, plus Sundays. The various time-units all agree at the end of quarter-years.

* THE 365th DAY at the close of every year is the natural Year-End Day, the extra Saturday, December W (the old December 31). ** In leap years the 366th day, the Leap-Year Day (the old February 29), is placed in the midyear on another extra Saturday, June W. Both are World Holidays.

This year is significant because the last four months are identical in both the old and new calendars. Sunday, the old December 31, becomes the extra Saturday, December W—a World Holiday.

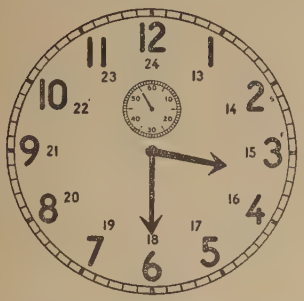
YOU have the opportunity to apply this calendar and observe its benefits YOURSELF in the last four months of this year.

The Last Four Months of 1944 Are Exactly The Same in Both Calendars

TWO UP-TO-DATE TIME PIECES

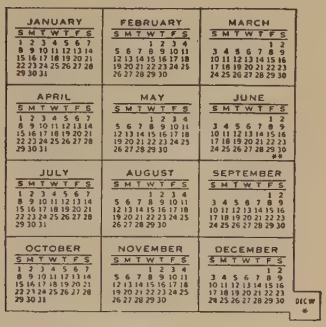
THIS WE HAVE NOW! WE SHOULD HAVE THIS!

THE TWENTY-FOUR HOUR CLOCK



EVERY SECOND, MINUTE, HOUR THE SAME

THE NEW WORLD CALENDAR



EVERY DAY, DATE, YEAR THE SAME

THE ARMED FORCES performed a master stroke when they replaced the A.M. and P.M. clock time with the 24-hour clock. This new clock time is now in practical use among the allied forces.

The remarkable duodecimal number 12, in this instance the twice-told twelve, has been definitely established for our men in service. The hours are counted in hundreds to take care of the minutes, for example, the old 3.30 p.m. becomes 1530.

With the greatest simplicity and ease, confusion was changed to order, misunderstanding to clarity.

THE UNITED NATIONS and PEOPLES would do well to use the 24-hour clock in their daily lives and affairs, and acquire the same simplicity.

THE NEW 12-month year is divided into equal quarters of 3 months or 13 weeks or 91 days; the months are arranged in 31-30-30 days; each month has 26 weekdays, plus Sundays. All the time units agree at the end of every quarter-year. The old December 31 becomes the new December W*, an extra Saturday, and the new year begins on Sunday, January 1. The old February 29 in leap years becomes the new June W**, another extra Saturday. Both December W and June W are World Holidays.

With a similar simplicity and ease, confusion gives way to order, changeability to stability.

THE UNITED NATIONS and PEOPLES would do well to consider the practical benefits of The World Calendar as it affects their affairs, preliminary to general world adoption.

THESE TWO NEW AND MODERN TIME-PIECES are based on the *duodecimal* number 12 divided into equal quarters, thirds and halves, a MUST in all time-reckoning.

for further information:

630 FIFTH AVENUE **THE WORLD CALENDAR ASSOCIATION, INC.** NEW YORK 20, N. Y.

See Article on Page 61

YOUR Country needs YOUR MONEY

for

VICTORY

Buy more and more WAR BONDS
and STAMPS for an early PEACE!

Journal of CALENDAR REFORM

ATTENTION

Be Sure to Read the Important Articles on Pages 115 and 125.

THIRD QUARTER
1944

1944

PRESENT GREGORIAN CALENDAR

FIRST QUARTER

JANUARY

S	M	T	W	T	F	S
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2	3	4	5	6	7	8
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FEBRUARY

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MARCH

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SECOND QUARTER

APRIL

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MAY

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JUNE

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THIRD QUARTER

JULY

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AUGUST

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SEPTEMBER

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FOURTH QUARTER

OCTOBER

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NOVEMBER

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DECEMBER

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31	*					

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FIRST QUARTER

JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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FEBRUARY

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MARCH

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SECOND QUARTER

APRIL

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MAY

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JUNE

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THIRD QUARTER

JULY

S	M	T	W	T	F	S
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AUGUST

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SEPTEMBER

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FOURTH QUARTER

OCTOBER

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NOVEMBER

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DECEMBER

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					1
3	4	5	6	7	8
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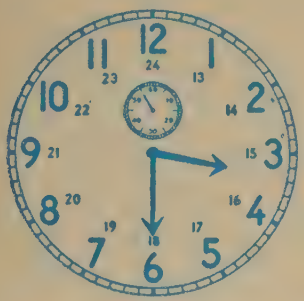

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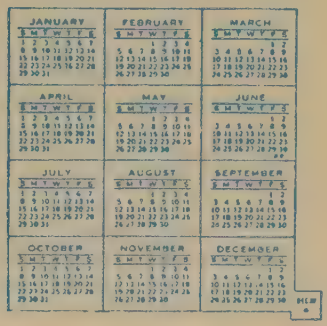

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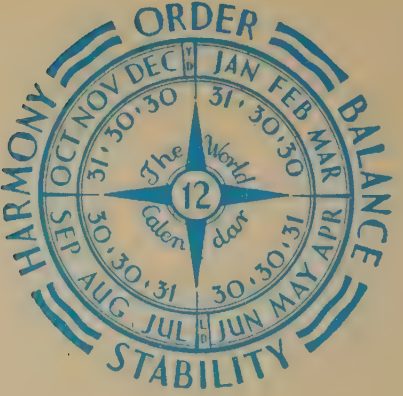

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Journal of CALENDAR REFORM

THE WORLD CALENDAR

A Superior Time-Plan for Every Use

FOURTH QUARTER

1944

1944

PRESENT GREGORIAN CALENDAR

FIRST QUARTER

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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9	10	11	12	13	14	15	13	14	15	16	17	18	19	12	13	14	15	16	17	18
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23	24	25	26	27	28	29	27	28	29					26	27	28	29	30	31	
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SECOND QUARTER

APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1		1	2	3	4	5	6						1	2
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23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	
30																				

THIRD QUARTER

JULY							AUGUST							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1				1	2	3	4						1	2
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16	17	18	19	20	21	22	20	21	22	23	24	25	26	17	18	19	20	21	22	23
23	24	25	26	27	28	29	27	28	29	30	31			24	25	26	27	28	29	30
30	31																			

FOURTH QUARTER

OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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22	23	24	25	26	27	28	26	27	28	29	30			24	25	26	27	28	29	30
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PROPOSED WORLD CALENDAR

FIRST QUARTER

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4							1
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	
29	30	31					26	27	28	29	30			24	25	26	27	28	29	

SECOND QUARTER

APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4							1
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	
29	30	31					26	27	28	29	30			24	25	26	27	28	29	
																			**	

THIRD QUARTER

JULY							AUGUST							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4							1
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	
29	30	31					26	27	28	29	30			24	25	26	27	28	29	

FOURTH QUARTER

OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4						1	
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	
29	30	31					26	27	28	29	30			24	25	26	27	28	29	

★ A WORLD HOLIDAY, DECEMBER W, or 31, the Year-End Day, an extra Saturday, follows December 30th every year.
★★ A WORLD HOLIDAY, JUNE W, or 31, the Leap-Year Day, another Saturday, follows June 30th in leap years.

THE WORLD CALENDAR

THE WORLD CALENDAR of 12 months and equal quarters is a logical rearrangement of our present calendar. Every year is the same and begins on Sunday, January 1.

THE YEAR is divided into equal quarters of 3 months—13 weeks—91 days. The months are arranged in 31-30-30 days: each month has 26 weekdays, plus Sundays. The various time-units all agree at the end of quarter-years.

* **THE 365th DAY** at the close of every year is the natural Year-End Day, the extra Saturday, December W or 31. ** In leap years the 366th day, the Leap-Year Day (the old February 29), is placed in the midyear on another extra Saturday, June W or 31. Both are World Holidays; and every business year begins with Monday, January 2.

THIS YEAR is significant because the last four months are the same in both the old and new calendars; Sunday, the old December 31, is comparable to the extra Saturday, December W—a World Holiday—*both non-working days.*

YOU have the opportunity to apply this calendar and observe its benefits **YOURSELF** in the last four months of this year.

The Last Four Months of 1944 Are The Same in Both Calendars

TWO UP-TO-DATE TIME PIECES

THIS WE HAVE NOW! WE SHOULD HAVE THIS!

THE TWENTY-FOUR HOUR CLOCK

EVERY SECOND, MINUTE, HOUR THE SAME

THE NEW WORLD CALENDAR

JANUARY	FEBRUARY	MARCH
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4	1 2
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16
22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23
29 30 31	26 27 28 29 30	24 25 26 27 28 29 30
APRIL	**MAY**	**JUNE**
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4	1 2
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16
22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23
29 30 31	26 27 28 29 30	24 25 26 27 28 29 30
		**
JULY	**AUGUST**	**SEPTEMBER**
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4	1 2
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16
22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23
29 30 31	26 27 28 29 30	24 25 26 27 28 29 30
OCTOBER	**NOVEMBER**	**DECEMBER**
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4	1 2
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16
22 23 24 25 26 27 28	19 20 21 22 23 24 25	17 18 19 20 21 22 23
29 30 31	26 27 28 29 30	24 25 26 27 28 29 30
		DEC.W *

EVERY DAY, DATE, YEAR THE SAME

THE ARMED FORCES performed a master stroke when they replaced the A.M. and P.M. clock time with the 24-hour clock. This new clock time is now in practical use among the allied forces.

The remarkable duodecimal number 12, in this instance the twice-told twelve, has been definitely established for our men in service. The hours are counted in hundreds to take care of the minutes, for example, the old 3.30 p.m. becomes 1530.

With the greatest simplicity and ease, confusion was changed to order, misunderstanding to clarity.

THE UNITED NATIONS and PEOPLES would do well to use the 24-hour clock in their daily lives and affairs, and acquire the same simplicity.

THE NEW 12-month year is divided into equal quarters of 3 months or 13 weeks or 91 days; the months are arranged in 31-30-30 days; each month has 26 weekdays, plus Sundays. All the time units agree at the end of every quarter-year. The old December 31 becomes the new December W*, an extra Saturday, and the new year begins on Sunday, January 1. The old February 29 in leap years becomes the new June W**, another extra Saturday. Both December W and June W are World Holidays.

With a similar simplicity and ease, confusion gives way to order, changeability to stability.

THE UNITED NATIONS and PEOPLES would do well to consider the practical benefits of The World Calendar as it affects their affairs, preliminary to general world adoption.

THESE TWO NEW AND MODERN TIME-PIECES are based on the *duodecimal* number 12 divided into equal quarters, thirds and halves, a MUST in all time-reckoning.

for further information:

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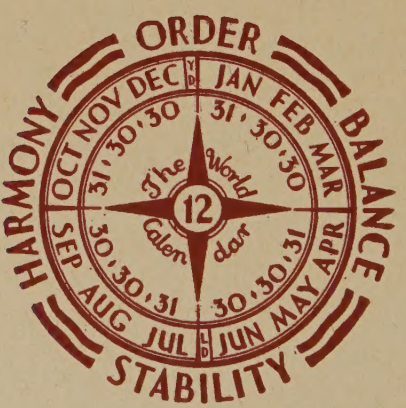

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